APR. 19, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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THE *L. B. Wilson* STATION

50,000 WATTS

CBS

DOING THE REAL JOB FOR THE ADVERTISER

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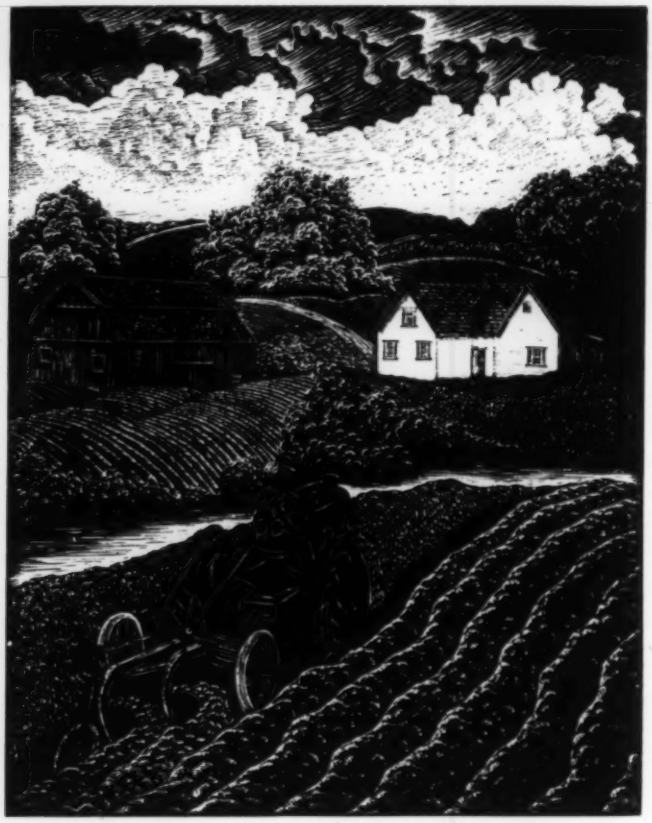

THERE'S WORK TO BE DONE ON THE *Farm*

ALL WINTER long, the feeding and the milking; then spring, to plow and plant. Throughout the year — spring, summer, fall and winter — there's work to be done on the farm.

And every year, every season, Radio fills a need, helping the farm family with their work, with their planning and their living.

Many of these rural Americans depend exclusively on clear channel stations for this help . . . such clear channel stations as WLS. In Midwest America for the past 19 years, WLS has met the farmer's needs. We are the farmer's friend and partner. We have his confidence . . . his loyalty — another reason why WLS Gets Results.

★ ★ ★ ★ ★ ★

WLS

The PRAIRIE FARMER STATION

Burridge D. Butler, President

Glenn Snyder, Manager

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

★ ★ ★ ★ ★ ★

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH THE ARIZONA NETWORK ★ KOY, PHOENIX ★ KTUC, TUCSON ★ KSUN, BISBEE-LOWELL

PROOF *of Power to Pull!*

IT'S WHAT OTHERS SAY THAT COUNTS MOST!

J. L. Stewart Agency
ADVERTISING
664 North Michigan Avenue
Telephone Superior 6183-6184
Chicago, Illinois

February 23, 1943

Mr. George Smith
Radio Station W W V A
Wheeling, W. Va.

Dear George:

The results from using your station are amazing and here's the facts to prove it.

Out of thirty of the nation's best stations that were used to solicit inquiries in the fall campaign we were very well satisfied when the inquiry cost on W W V A was around a dime.

But what astounded everybody was the high percentage of sales to these radio inquiries. Actually, in terms of goods sold, W W V A had the lowest sales cost in the entire list.

Your listeners believe in your station and readily respond to offers advertised on W W V A.

Yours very truly,

J. L. STEWART AGENCY

Fred W. Swanson
Account Executive

FWS:m

P.S. We are making up the schedule for next season and W W V A is at the top of the list. F.W.S.

MAIL
FIRST THREE MONTHS 1943
266,901
PIECES
(96½% COMMERCIAL)
Same Period 1942
124,691
PIECES

Represented by JOHN BLAIR & COMPANY

50,000 WATTS

— BASIC BLUE —
W W V A
WHEELING, WEST VA.

A FORT INDUSTRY STATION

If it's a Fort Industry Station You can Bank on it!

KOIL
is the most
economical
buy
in
OMAHA

For Outstate
Nebraska -
KFAB
is a
must!

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Vol. 24 • No. 16 APRIL 19, 19

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

AND IN FEBRUARY →

TAMPA JANUARY DOLLAR VOLUME SALES LEAD '42
47 Pct. Gain Reported

TAMPA LEADS STATE AGAIN ON SALES GAIN
Increase of 64 Percent
Is Reported

WFLA TAMPA NBC
JOHN BLAIR & CO. NATIONAL REPRESENTATIVE

RADIO WAR-GRAM

PUBLISHED BY

Western Electric

IN RECOGNITION OF THE INDUSTRY'S CONTRIBUTIONS TO THE WAR EFFORT

BROADCASTERS HELP "GREATEST MOTHER"

In addition to giving invaluable nation-wide support to the Red Cross in its recent War Fund campaign, broadcasters are furthering the work of this great organization in many other ways. Below are two splendid examples.

WHOM went after blood in seven languages

Broadcasting from the American Red Cross Blood Bank in New York City, WHOM put on a series of 16 programs running from 11 A.M. to 8 P.M. one day. In Yiddish, Lithuanian, Russian, Polish, German, Italian and English, announcers stressed the painlessness of giving blood and the great need for blood donations. Not content simply to sell the idea to their large foreign language audience, 35 WHOM staff members each gave a pint of blood themselves. As a result of this intensive schedule, the Red Cross received scores of telephone calls from listeners requesting appointments to give their blood.

• • • —

WGN sells Bonds for new cruiser

In six days, WGN, Chicago, sold $323,100 in War Bonds—all to go toward a fund for building a new U.S.S. *Chicago* to replace the cruiser of that name lost in the Pacific. This special drive carries on the fine job which the WGN Bond Wagon has long been doing. This three-times-a-week program—featuring top rank bands, theatrical and radio stars, leading industrialists and business men—has been instrumental in selling well over a million dollars' worth of War Savings Bonds and Stamps.

NBC got nurses by the thousand

The Red Cross-NBC show, "That They Might Live," has caused a sharp up-swing in recruitment of nurses. Figures for a seven-week period were: 1794 graduate nurses; 4327 nurses' aids; 15,672 home nursing students. Complete reports were not available—so the total was probably quite a bit higher!

• • • —

The fair Marines have been landed —thanks to KDKA

When Marine Corps officers in Pittsburgh faced a new problem—enlisting women in the Marine Corps Reserve—they turned to KDKA for help. Station manager Rock and members of the program, promotion and publicity departments gave it with a will. They planned a "Marine Day" climaxed with a "Free-A-Marine Party" in the ballroom of the William Penn Hotel—handled the preliminary publicity—secured the cooperation of other Pittsburgh stations—put on a broadcast of the mass induction of 38 women who enlisted during the first week of the drive. Result: the Marines got enough enlistees to more than fill their first month's quota.

• • • —

Graybar (Western Electric Distributor in U. S. A.) stands ready to be of any possible service.

What's NEW with YOU?

If your station has done a war job you are proud of, send your story to Radio War-Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York, N. Y. If suitable, it will be used in one of this series of War-Grams.

That's a heap of readin', WOR!

When WOR had a Victory Book Party in New York City recently, listeners to Bessie Beatty's program turned in more than 3500 books for the boys in service. Not just old, unwanted books, either—but the kind the givers would have liked to keep themselves and the boys will like to read!

News from Home

News from home—that's what our forces 'round the world want more than anything else. And Broadcasters help to give it to them. Not individual home news, of course, but news of their homeland and the rest of the world.

A fighting Marine correspondent, back from the South Pacific, tells how the boys at Guadalcanal gathered around portable radios during the lull between day and night fighting to get the news. And, in spite of Jap attempts to create interference, programs were received from KGEI, KNX and KWID with remarkable fidelity.

• • • —

WIOD helps soldiers

A servicemen's recreation room was recently equipped with free furniture thanks to an appeal broadcast by WIOD, Miami. Listeners promptly came through with tables, chairs, couches and radios.

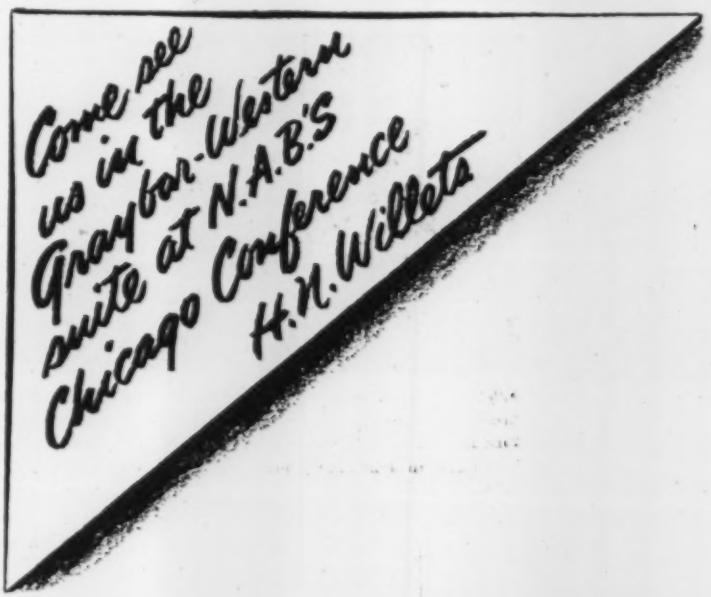


PHOTO-GRAPHING A

WJZ'S ALL-NIGHT SHOW-

"Say It With Music" has a big, loyal, responsive audience. We knew that. But we wanted a life-size photo of that audience — to show just how big and responsive.

So we asked, "Shall WJZ continue its all-night, all-music show?"

Votes representing 19,381 listeners answered yes—and the yesses came from Times Square, Tampa and Toledo and points between.

But we weren't completely satisfied. We went back to these people and asked more questions: Who are you? Where do you live? When do you do your late listening? What are you doing up between midnight and 7 A. M.?

Back came replies from 47% of those we questionnaired. On these two pages are some of the findings "photo-graphed" for your convenience.

Want more details? Write us for the complete survey. We'll also tell you about the low cost of reaching these stay-ups who listen to WJZ's "Say It With Music"—all through the night.

LATE NEWS FROM THE LATE SHIFT!

Pepsi Cola and O'Sullivan's Heels have just swung into line with WJZ's all night sponsors.

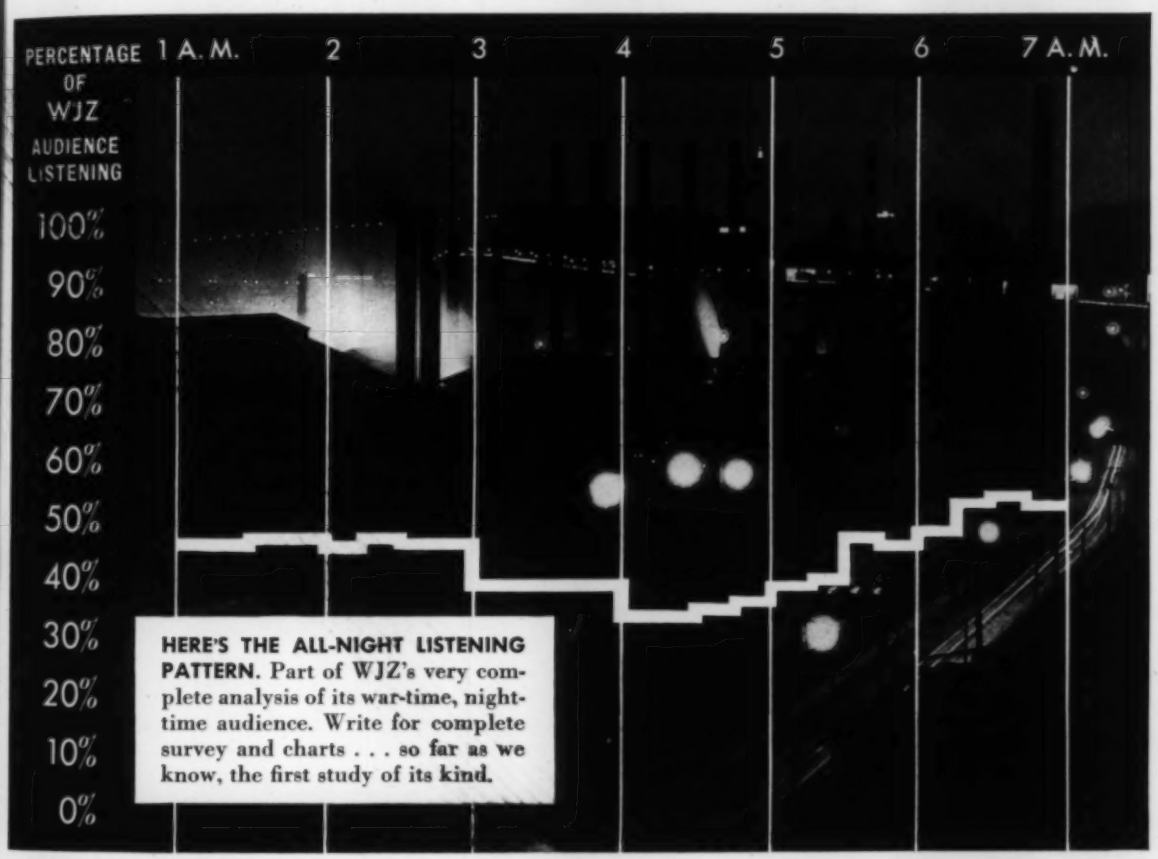
ARMED FORCES 35% of audience. They're hot present prospects for many products—A-1 future buyers of almost everything. Here's how they listen in their lonely posts at night.

INDUSTRIAL WAR WORKERS 31% of audience. These in-the-money listeners tune in car radios to and from the job . . . listen with fellow workers at plants . . . listen at home after work.

FAMILY GROUPS 15% of audience. Many women stay up while their husbands or fathers work the graveyard shift. Here's the listening pattern from 1 to 7 A. M. in these all-night homes.

WARTIME RADIO BUY

"SAY IT WITH MUSIC"



HERE'S THE ALL-NIGHT LISTENING PATTERN. Part of WJZ's very complete analysis of its war-time, night-time audience. Write for complete survey and charts . . . so far as we know, the first study of its kind.

HOW ABOUT FARMERS, STUDENTS, HOUSEWIVES? Ask for this first, detailed study of the rich, night-time market. A meaty, human statistical picture of America working for Victory.

NEW YORK'S FIRST STATION

★

KEY STATION OF THE BLUE NETWORK

★

With primary coverage of more than one-sixth of the Nation's Radio Homes.

REPRESENTED BY

BLUE SPOT SALES

WJZ

NEW YORK

50,000 WATTS • 770 K.C.

SONOVOX—

A NEW AND BASIC ART...

The other day an advertiser told us that he was *not a prospect for Sonovox because his competitor uses it.*

Lord help us, what kind of foolishness is this?!?

Would he also have to forego a human announcer, or music, or the English language "because a competitor uses it"?

Sonovox is a new basic art by which words are articulated in new and more arresting voices—are therefore made more dramatic, more memorable *and more effective.* Witness the Lifebuoy foghorn, the Woodbury singing violins, the Bromo-Seltzer talking train, etc., etc.

If *you* are searching for ways to make your commercials more dramatic and effective, drop in at our New York, Chicago or Hollywood office, and let us give you a live demonstration.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*

SONOVOX PIONEERS

Allied Mills, Inc. (Wayne Feeds)
Louis E. Wade, Inc.

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann Erickson, Inc.

Bismarck Hotel
Smith, Benson & McClure, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Chick Bed Company (Chick Bed Litter)
The W. D Lyon Co.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co.

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Chr. Hansen Laboratory, Inc. (Junket Quick Fudge Mix)
Mitchel Faust Advertising Company

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra (in all broadcasts)

Shell Oil Company, Inc.
J. Walter Thompson Co.

U. S. Treasury Dept.

Universal Pictures Company, Inc. ("Larceny With Music")

Warner Brothers Pictures, Inc. (Thank Your Lucky Stars)

Velie-Ryan, Inc. (Nesbitt's California Orange Drink)

CHICAGO: 180 N. Michigan, Franklin 6378 — NEW YORK: 247 Park Ave., Plaza 5-4131 — SAN FRANCISCO: 111 Sutter, Sutter 4353 — HOLLYWOOD: 1512 N. Gordon, Gladstone 8949 — ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 16 WASHINGTON, D. C., APRIL 19, 1943 $5.00 A YEAR—15c A COPY

AFM-Recording Negotiations Again Fail

Recorders Dubious At New York Meetings

IN AN abrupt and complete reversal, negotiations between AFM and phonograph recording companies broke down late last Friday, with no immediate hope seen for settlement of the recording strike in effect since last August. Transcribers earlier in the day had envisioned a compromise and a disposition on the part of AFM for an accord.

Ralph Colin, counsel for Columbia Recording Corp., said as the conference broke up, that after two days of discussion "we find that James C. Petrillo sticks to his original proposal and only that proposal, and on that we have been unable to reach an agreement."

Mr. Petrillo said his group had made the proposal, and it was now up to the recorders to make a counter-proposition. "It seems to us they are not anxious to make a settlement at this time", he complained.

The recorders were to meet with the transcription companies at noon Saturday to decide whether to carry the case to the War Labor Board, or pursue separate courses.

At earlier conferences Thursday and Friday at the Ambassador Hotel in New York, the transcribers and the AFM czar appeared to be progressing nicely. Mr. Petrillo, who was accompanied by his staff and by the union's full international executive board, sat down with a score of representatives of the companies who produce most of the country's phonograph records and transcriptions. Friday morning the union executives conferred with the transcription men alone; Friday afternoon with the record people.

Friday morning meeting between transcribers and AFM was described as "largely educational." The company representatives explained to the union officials what a transcription library service is, how transcriptions are made and distributed to stations, how used by the stations and how much the stations pay for these records. It was explained that the total library services income does not exceed $1,000,000 a year, with $400,000 of that being paid to AFM members, by far the largest proportion to any single group.

Cannot Charge More

They further told the union it would be impossible for them to put into effect any appreciable increase in rates to stations because of the competition between transcriptions and phonograph records, which stations can obtain at the same rate as any individual purchaser, or frequently at a wholesale rate through a local distributor, and to which the smaller stations who are the largest users of recorded music will turn entirely if the transcription costs become too high.

Following the morning session Mr. Petrillo said they "were beginning to understand each other" and announced that following the afternoon meeting the AFM board would discuss the matter and would then either make a proposal to the two groups of recorders or would request these groups to submit proposals to the union.

Harmonious atmosphere of the meetings came as somewhat of a surprise as recent exchanges between the union and the recorders have been somewhat less than cordial. Union's mid-February proposal for a fixed fee on each record, to be paid by the manufacturing companies to the AFM for the establishment and support of a relief fund, was rejected by the recording industry as embodying "a startling new kind of social philosophy" which could not be accepted without Congressional approval. The union, in turn, rejected the counter proposal of the recorders that they be allowed to employ AFM members pending the winning of this Congressional approval and accused the recording companies of not acting in good faith.

To this communication from the AFM the recorders responded by denying the allegation and by inviting Mr. Petrillo and the union board to a meeting March 24 to "confer and bargain with you on the question of wages, hours and working conditions which, under both the National Labor Relations Act and universal practice, are the appropriate subjects for collective bargaining, and to enter into a written agreement for a definite term which will provide for the immediate resumption of recording."

"Real Progress"—Petrillo

Mr. Petrillo said that his group could not meet that early date and suggested that the meeting be held April 12 in Boston. When the recording companies demurred at that city, he agreed to a meeting in New York on the 15th. Thus it had been expected that the current meetings would be fruitless and settlement would be through the War Labor Board, to which the dispute could legally be taken since both the District Federal Court in Chicago and the United States Supreme Court had held the AFM ban on recordings to constitute a labor dispute.

Three-hour opening session Thursday afternoon, attended by 16 AFM members including President James C. Petrillo and the full international executive board and by 20 representatives of the transcription and phonograph record industries, produced two important results. First, following a frank discussion of their problems, both sides left the session satisfied that a satisfactory solution can be worked out through negotiations and without recourse to the War Labor Board or other Government agencies. Second, and scarcely less important, was the decision to conduct separate negotiations for the transcription and phonograph record industries.

Speaking to the press at the conclusion of the session, Mr. Petrillo said: "We've had a very nice meeting here this afternoon. We all feel we're making real progress and we are satisfied that somewhere along the line we will come to a satisfactory agreement." Announcing the decision to "separate the phonograph and transcription companies as they are separate businesses," he said that the AFM group would meet with the transcription company representatives the following morning and at the

(Continued on page 37)

Wheeler Calls Hearings May 6 On FCC Reorganization Bill

HEARINGS on the White-Wheeler Bill (S-814) to reorganize the FCC and sharply restrict its regulatory functions have been called for Thursday, May 6, by the Senate Interstate Commerce Subcommittee, Chairman Wheeler announced last Friday. With unusual celerity, the subcommittee evidently proposes to hold swift hearings preparatory to reporting out legislation for reorganization of the Commission.

Would Separate Functions

Basically, the White-Wheeler bill would divide the FCC into two autonomous divisions of three members each—one to handle broadcasting and related matters and the other common carrier activities. The chairman would be the executive officer. Since the legislation would amend rather than supersede the existing Communications Act, it would not necessarily entail changes in FCC membership, since existing offices would not be abolished.

The hearing call was another step in the sequence of developments on the Washington front auguring reorganization of the FCC at this session. The Cox Select Committee inquiry into the FCC shortly is expected to get under way at formal hearings also, with much preliminary work being done by the committee and its legal and investigating staff, headed by Eugene L. Garey, of New York (see page 50).

Determination of the Senate committee to hold hearings is expected to expedite action by the House Interstate & Foreign Commerce Committee, which has agreed to establish a standing committee on communications to be headed by Rep. Bulwinkle (D-N.C.). The full membership of this committee has not yet been selected, but announcement already has been made that plans for legislation at the current session will be devised by the committee.

There is thought to be little like-

(Continued on page 45)

Continued Vigilance Expected Of Newspaper-Radio Group

On Eve of ANPA Meeting, Kaye Says Ownership Question Can Come to Life 'Any Time'

NEWSPAPER-RADIO Committee will meet at 3:30 p.m. Tuesday (April 20) at the Waldorf-Astoria Hotel, New York, where most of the committee's publisher-broadcaster members will be attending the 57th annual convention of the American Newspaper Publishers Assn., beginning that day and continuing through Thursday.

The NRC was organized during the ANPA convention two years ago with the original purpose of representing newspaper-radio interests in the FCC's investigation of the newspaper-ownership situation. Full group met again during the ANPA sessions last year and decided to continue the organization as long as might prove necessary. Similar action is expected from this year's meeting, despite the recent statement of James Lawrence Fly, FCC chairman, that the ownership issue is "academic at the moment". Sydney Kaye, associate counsel of the committee, told BROADCASTING last week that while this expression has generally been interpreted to mean that the question of the suitability of newspaper-ownership will not be raised for the duration of the war, it might come to life again at any time if the present owner of any station were to apply to the FCC for permission to transfer his license to a newspaper publisher. It is almost certain that the matter will cease to be "academic" after the end of the war, when the normal flow of applications for new or expanded facilities is resumed, Mr. Kaye said.

Members Enter Services

During the two-year life of the committee, both it and the nine-man steering committee have been headed by Harold V. Hough of the *Fort Worth Star-Telegram*, operator of WBAP and co-owner of KGKO. The original members of the steering committee have also served for the two-year period, with the exception of replacements for members who have resigned upon entering Government service.

Members of the steering committee, in addition to Mr. Hough, are: Walter J. Damm, *Milwaukee Journal* (WTMJ), vice-chairman; H. Dean Fitzer, *Kansas City Star* (WDAF), treasurer, who was elected last year to succeed Tenant Bryan, *Richmond News Leader* (WRNL) when Mr. Bryan went on active duty with the Navy; Gardner Cowles Jr., *Des Moines Register & Tribune* (KSO, KRNT, WMT, WNAX); Guy Hamilton, McClatchy Newspapers (KFBK, KMJ, KERN, KWG, KOH); Jack Howard, Scripps Howard Radio (WMC, WNOX, WMPS, WCPO); John E. Person, *Williamsport* (Pa.) *Sun* (WRAK); A. H. Kirchhofer, *Buffalo Evening News* (WBEN) elected last year to succeed Nelson Poynter, *St. Petersburg Times* (WTSP) who is now with the OWI; Col. Harry M. Ayers, *Anniston* (Ala.) *Star* (WHMA) elected to succeed James M. Cox Jr., Cox Newspapers (WHIO, WIOD, WSB) who is now in the armed forces.

During the past year Mr. Cowles has joined the OWI, Mr. Howard has joined the Navy and Mr. Hamilton has resigned from the McClatchy organization, so the NRC meeting this year will probably authorize the steering committee to appoint new members to fill these vacancies. Steering committee will meet Monday at 4 p.m. for a final session before reporting to the full committee membership the following day. At this latter meeting Mr. Hough and Mr. Kaye will review the history of newspaper-ownership regulations during the last year and the full group will then decide on future plans.

Radio Not on Program

Since the formation of the Newspaper-Radio Committee, the ANPA has dropped its own radio committee and radio has no part in the advance agenda of the convention. Meetings will follow the usual schedule, with Tuesday devoted to the problems of newspapers of less than 50,000 circulation and general sessions on the following two days. ANPA's president, Walter M. Dear, *Jersey City Journal*, will deliver his annual report Wednesday morning and that afternoon the convention will present to Donald M. Nelson, chairman of the War Production Board, the report of the newspaper scrap metal salvage drive. Mr. Nelson is expected to be present to receive the report in person.

The remainder of that afternoon's meeting will be under the auspices of the ANPA Bureau of Advertising, with Frank E. Tripp, Gannett Newspapers, presiding. William A. Thomson, director of the Bureau, will give the annual report; Gerard Swope, president of General Electric Co.; R. W. Brown, president of the Lehigh Valley Railroad Co., and Chester J. La Roche, chairman of the Advertising Council, are guest speakers, and Frederick Dickinson, sales manager of the Bureau, will close the session with an address on "What Do People Think?"

The Bureau's annual dinner, climaxing the convention on Thursday, will feature six veterans of battle from the armed forces as speakers, with Chairman Tripp presiding and with John Kieran, of *Information Please* fame, as toastmaster.

The Associated Press will hold its annual meeting on Monday, April 19. The National Newspaper Promotion Assn. will hold its annual convention, April 19-21. All meetings of the various organizations are to be held at the Waldorf-Astoria.

Schmidt's 3 Million

GEORGE SCHMIDT, account executive of WOR, New York, who holds what is probably an all-time high in sales for his eight years with the station, was especially commended for his work by the station management last week and was given a silver cigarette box as a token of appreciation. Mr. Schmidt has a total of $3,000,000 in time sales on WOR to his credit.

SUCCESSOR to George B. Storer in the management of the Fort Industry Co. is George W. Smith, managing director of WWVA, Wheeling, who was named executive vice-president of Fort at a meeting of company heads in Atlanta [BROADCASTING, April 12]. Front row (l to r): J. H. Ryan, head of the radio division, Office of Censorship, on leave from duties as vice-president; Mr. Storer, whose commission as Navy Lt. Com. was received during the meeting; Mr. Smith, and L. A. Pixley, who was named general manager.

Standing, Ralph Elvin, managing director of WLOK, Lima, Ohio; Charles A. Smithgall Jr., general manager of WAGA, Atlanta; E. Y. Flanigan, managing director of WSPD, Toledo, elected to the board of directors; Stanton P. Kettler, managing director of WMMN, Fairmont, W. Va.; Allen Haid, managing director of WHIZ, Zanesville, Ohio.

Freeze Is Thawed On WSAY Chang

WPB Appeals Board Rul

It Essential to War

IN A RULING that may open the way for other cases involving construction or modification of broadcast facilities, the WPB Appeals Board Wednesday approved an application from WSAY, Rochester, N. Y., to install equipment enabling it to operate as a regional with 1000 watts on 1370 kc, in lieu of its local assignment.

Granting of the WSAY appeal marks the first time the Appeals Board has permitted new construction since the L-41 freeze order went into effect a year ago. Some installations under the order were approved by the WPB Construction Board, but the WSAY case is the first in which an appeal has been granted over the Construction Board's veto.

Had FCC Okay

The FCC had approved a change in power and frequency for WSAY and issued a construction permit on March 23, 1942. The station obtained the equipment, but failed to get permission from the WPB to proceed.

A new application was argued this week by Reed Rollo, Washington attorney, and on Wednesday the appeal was granted as essential to prosecution of the war effort. Mr. Rollo told the Board that Rochester would need additional broadcast facilities in case of air raids.

Since September, 1936, WSAY has operated on 1240 kc. with 250 watts. It is owned and operated by Gordon P. Brown, and is a Mutual affiliate.

19th Year for WLS

WLS, Chicago, on April 12 celebrated its 19th year on the air. Edgar Bill, now owner of WMBD Peoria, was the first manager of the station, while among the notables at the inauguration on April 12, 1924 in the Hotel Sherman were William S. Hart, Gloria Swanson, Ethel Barrymore, H. B. Warner. Sears, Roebuck & Co., the original owner of station, established the call letters WLS after the "World's Largest Store". Burridge D. Butler, now president, purchased the station in 1928. Charter employees of WLS are Grace Wilson, vocalist; Thomas L. Rowe, chief engineer; Charles Nehlsen and Burr Whyland, engineers; Grace Cassidy, head of traffic; Bill O'Connor, vocalist.

Sewing Book on 200

FOLLOWING the completion of a test campaign, Book Presentations, New York, new to radio, is now starting a spot drive for *Complete Book of Sewing*. Schedule for the mail order campaign calls for five-minute transcriptions, participations, and announcements, and will expand to a total of 200 stations. Drive will last about three months, according to Raymond Spector, New York agency in charge.

Record Attendance Seen at Chicago

Elmer Davis To Speak On Government Ad Proposals

DESPITE efforts to hold down attendance at the NAB War Conference in Chicago this year, because of the transportation and hotel accommodation squeeze, indications are that the annual meeting at the Palmer House April 27-29 will equal or eclipse the records of the last two years.

1,000 Registrants Expected

With the tentative agenda restricted to war operating problems which concern every broadcast station owner and executive, advance registrations indicate that the attendance probably will exceed 1,000 NAB members and nonmembers. Last week, advance registrations (paid up) aggregated more than 300 as against about half that number at the same time last year. The overall attendance at the last convention was approximately 1,200.

Flanking Byron Price, Director of Censorship, and James Lawrence Fly, FCC Chairman, as keynote speakers at the conference, will be Elmer Davis, Director of the Office of War Information and former network news analyst. Mr. Davis has accepted the invitation of NAB President Neville Miller to address the Tuesday luncheon session. [See tentative agenda, BROADCASTING, March 22.]

At the closing session Thursday, an inspirational address by a prominent military figure is expected. While no definite announcement has been made, it is understood Gen. H. H. Arnold, chief of the Army Air Forces, has been invited to make the closing address. A veteran Army airman, he was one of the early experimenters of radio communication between plane and ground and plane and plane.

Aside from previously scheduled subjects on the agenda, covering virtually all aspects of wartime station operation, President Miller announced last Thursday that a special session on the role of advertising in time of war has been scheduled for Thursday morning, April 29. Problems involved in Government purchase of time, to alleviate the plight of smaller stations, will be fully explored at the session, following submission of a report by a special committee named by President Miller.

Pro and con discussion of the advisability of Government purchase of time, opposed by OWI Director Davis but supported by some stations, resulted in Mr. Miller's decision to schedule the special session. The NAB is on record, through its special war committee, as opposed to sale of time to the Government for any purpose on the ground that it would tend toward subsidy. Disclosure of plans by Senators Bankhead (D-Ala.) and Willis (R-Ind.) to sponsor a bill for a 25 to 30 million dollar appropriation for purchase of space in small newspapers by the Treasury has resulted in pleas from many small stations which have suffered economic adversities for similar treatment for radio.

La Roche on Agenda

Among those scheduled to address the Thursday session on the role of advertising in time of war are Chester LaRoche, director of The Advertising Council, and William B. Lewis, assistant director of the OWI Domestic Branch. One or more representatives of small stations also will discuss the problem.

"Many in the industry have expressed keen interest in the small station's problems and many solutions have been suggested, including Government payment for time," said President Miller. Mr. Miller announced the appointment of the following committee to consider the overall subject and report to the conference:

James W. Woodruff Jr., WGPC, Albany, Ga., chairman; James R. Curtis, KFRO, Longview, Tex.; John Elmer, WCBM, Baltimore; Leo Fitzpatrick, WJR, Detroit; John J. Gillin Jr., WOW, Omaha; Herbert Hollister, KANS, Wichita; Robert Hudson, Rocky Mountain Radio Council, Denver; William F. Maag, WFMJ, Youngstown; Marshall H. Pengra, KRNR, Roseburg, Ore.; Fred Schilplin, KFAM, St. Cloud, Minn.; H. E. Studebaker, KUJ, Walla Walla, Wash.; Art Thomas, WJAG, Norfolk, Neb.

This committee will meet at 6:30 p.m. Tuesday, April 27, to discuss the subject and prepare its report for the conference. It was suggested that broadcasters interested in the topic convey their suggestions to the committee. Mr. Woodruff, an NAB director-at-large representing small stations, will also preside at the Thursday morning War Conference session at which the topic will be considered.

KEYNOTE SPEAKER

ELMER DAVIS

Lt. Tom Harmon Missing In Army Bomber Flight

LT. TOM HARMON, Michigan U. all-American football star, and sports commentator for WJR, Detroit, before he entered military service, has been reported missing in a bomber flight in the Latin American area. Secretary of War Stimson wired Lt. Harmon's perents in Ann Arbor that he had last been heard from April 8.

After graduation from the U. of Michigan in 1940, Tom Harmon took a brief fling at pro football, made a movie, and then returned to his real interest—sports broadcasting. He was sports announcer at WJR when he enlisted in the Army Air Corps, March 22, 1942, and was sworn into the Army on his evening roundup from the station.

Fly to Open Up

IN ADDITION to his address to the NAB War Conference in Chicago Wednesday, April 28, during which he proposes to "let my hair down", FCC Chairman James Lawrence Fly will speak over a nationwide CBS network the same day 2:15-2:30 (CWT), on radio's contribution in the war effort. Arrangements for the broadcast were completed last week. Queried last Monday at a news conference on the value of the War Conference, Chairman Fly commented it would be "perhaps more constructive than last year".

Price, Falk, Richards To Attend NAB Session

OFFICIALS of the Office of Censorship, including its director, Byron Price, will speak at the Foreign Language Broadcasters Breakfast session at the NAB War Conference, Chicago, April 28. Also present will be Lee Falk, director of the Censorship foreign language section, and Robert Richards, assistant to J. Harold Ryan, director of censorship for broadcasting.

Presiding at the meeting will be Arthur Simon, general manager of WPEN, Philadelphia, and chairman of the Foreign Language Radio Wartime Control Committee. Breakfast will be held at 8:30 a.m., and is expected to feature a hard-hitting "plain talk" from Mr. Price.

In addition to Mr. Simon, members of the FLRWC are James F. Hopkins, WJBK, Detroit, vice chairman; Joseph Lang, WHOM, Jersey City, secretary-treasurer; Arnold Hartley, WGES-WSBC, Chicago; William Reilly, KOY, Phoenix; Merwyn Dobyns, KGER, Los Angeles; William Welch, WSAR, Fall River, Mass.; David Baylor, WGAR, Cleveland.

ON MANEUVERS with the Tennessee State Guard under supervision of the U. S. Second Army at Camp Forrest, Tenn., are Lt. Henry W. Slavick, manager of WMC, Memphis, and Sgt. John Cleghorn, WMC program director. The WMC manager commands the State Guard signal corps, with E. C. Frase Jr., WMC chief engineer as a technical sergeant in his unit.

RINGLING CIRCUS AGAIN BUYS SPOTS

RINGLING Bros., Barnum and Bailey Circus, is using spot announcements on a staggered schedule on key stations in the New York area to promote its current engagement in New York. Campaign, consisting of 50 and 100-word announcements at varying frequencies per week, started April 12 and will continue until May 15, closing date for the stay in Madison Square Garden.

Ringling Bros. used spot announcements on a paid basis for the first time last year, giving preference to stations which had cooperated in the past in giving free circus promotion. Caples Co., New York, is agency.

Sul-Ray Test

TO PROMOTE Sul-Ray, a colloidal sulphur mineral bath in powder form, Sante Chemical Co. is using news and musical programs and spot announcements in six Eastern markets in a test campaign which started towards the end of March, and will continue for about three months. The radio campaign in each area follows up department store newspaper ads featuring Sul-Ray. Product is new to the market. H. A. Salzmann Inc., New York, is handling the account.

Test for Post-Tens

GENERAL FOODS Corp., New York (Post-Tens), has purchased a five-minute news program on WQXR, New York, for a seven-weekly broadcast. Contract for the 6:25 p.m. period is effective April 19, and continues for 52 weeks. The WQXR schedule is the first radio advertising for the package. Other stations may be added later. Agency is Benton & Bowles, New York.

Bleachette on WOR

CALCO Chemical Division of American Cyanamid Co., New York, has started five-weekly participations in Bessie Beatty's program on WOR, New York, for Bleachette. The 13-week contract went into effect April 10. Calco is also using a five-weekly news program on WCAU, Philadelphia. J. M. Mathes Inc., New York, is agency.

Davis Opposes Advertising By U. S.

NAB War Conference Will Take Stand For Industry

WITH government purchase of time slated as a major issue at the NAB War Conference next week, OWI Chief Elmer Davis clearly states that his organization "has always been and continues to be opposed to Government paid advertising." Mr. Davis was commenting on legislation now being prepared by Sen. Bankhead (D-Ala.) to place Government advertising in rural newspapers.

The OWI chief extended his remarks to cover radio as well as the newspapers included in the Bankhead proposal. He explained that government advertising leads "to all kinds of difficulties" resulting from potential discrimination in placing the advertising.

No Radio in Bill

Despite the Davis position, Sen. Bankhead's office said Friday that the bill alloting $25,000,000 for advertising in newspapers would probably be introduced after the holiday recess. The Senator said that he had decided not to include radio in this appropriation "but that there might be something for radio once the program got underway."

At Chicago next week small station operators who have pressed the demand for a Government subsidy are likely to advance a resolution to supercede NAB's present policy on Government time. The small station operators have sent several proposals to OWI Radio Bureau chiefs, including a letter from George McGinley, manager of WKNY, Kingston, N. Y., suggesting that the Government use time at half card rate, [BROADCASTING, April 12].

Don Stauffer, chief of the OWI Radio Bureau, said that his organization has been impressed by the many letters but that individual opinions could not be accepted as indicative of the position of the industry. He said the Radio Bureau would look to the NAB war conference for a concrete indication of the industry's sentiments on paid time.

Mr. Stauffer indicated that his organization would prepare a memorandum for Elmer Davis based on the broadcasters' decision. Mr. Davis said last week, however, that so far as he was concerned, OWI would continue to oppose paid advertising and that he had not requested any memoranda on the subject.

He said that to his knowledge OWI has not bought any time on stations in this country. He added that the Government had assisted Alaskan stations with some paid time but that was done "because it was essential to maintain them as a means of communication, otherwise they would fold up."

Division of opinion among broadcasters was reflected by a letter from James R. Curtis, president of KFRO, Longview, Tex., who wrote Sen. Bankhead, outlining radio's contribution to the war and the industry's economic problems. Mr. Curtis commented "I am sure that you appreciate their efforts and that you will want to make radio stations eligible to receive this advertising under your Advertising Bill."

Sen. Bankhead last week had no explanation of the omission of radio stations from the bill. His office commented however that the Senator was aware of radio's problems and that these would undoubtedly be considered when the program got underway.

Clapper Goes to Europe, Sullivan Airing Program

RAYMOND CLAPPER, syndicated columnist and radio news analyst on Mutual for General Cigar Co., New York, on April 14 left for a month's visit to Stockholm, Sweden, after which he will go to England and probably on to North Africa.

During his absence Paul Sullivan will review the news on Clapper's Monday and Thursday 10 p.m. period on MBS, each broadcast to feature a cable from Clapper. Later on, when Clapper reaches England, he will handle his own programs with Sullivan standing by in case of transmission difficulties.

As promotion for the Clapper-Sullivan tie-up, J. Walter Thompson Co., New York, agency for General Cigar, has sent out one-minute recordings of a conversation about the trip between Clapper and Sullivan, together with suggested live announcements for announcers at the 84 Mutual stations which carry the series.

OWI Announcement Demands To Be Cut May 10; Breaks Eyed

ADJUSTING Government radio activities to immediate needs, Donald D. Stauffer, chief of the OWI Radio Bureau announced last week that the number of daily spot announcements on both affiliate and non-affiliate stations will be reduced May 10 for an indefinite period. At the same time, Mr. Stauffer said OWI was examining its spot program with the object of replacing spots with station breaks wherever possible.

Beginning May 10, Mr. Stauffer said, non-affiliated stations will use 12 instead of 16 spots daily; affiliates, 9 instead of 12. Revision of the station announcement plan had been promised at the OWI regional consultant's meeting April 5 when the Radio Bureau chief assured that "the Government will ask only as much time as is necessary to get across Government information.

"If a reduction in terms of needs seems to be in order," he promised, "the OWI will effect such proposals. The OWI will not fill in announcements just to complete a quota."

Mr. Stauffer said last week that increased use of station breaks is under consideration, particularly since regional offices report these 30-word announcements are effective. He pointed out that there was a definite limit to the types of Government messages which could be "sold" in 30 words, however. Spot announcement appeals, running one-minute, offer greater opportunity for special messages.

The bureau chief denied that OWI would discontinue its present production activities. He said the office keeps production at a minimum and that each production is designed to do a special job but not to duplicate work assumed by advertisers and radio people. A production reduction report had circulated last week after 15 writers resigned from the OWI domestic branch in protest of policies of Gardiner Cowles Jr. and William Lewis, radio men holding top policy jobs in the Domestic Branch. Mr. Cowles was quoted as saying that in the future OWI would concentrate on factual reports to be made available through established channels.

According to the writers, however, the chief issue was the adoption by OWI of ballyhoo techniques which make it "impossible for us to tell the whole truth." The writers complained that OWI activities on the home front "are now dominated by high pressure promoters who prefer slick salesmanship to honest information."

OWI Chief Davis replied that OWI deals in facts and that "all facts must be presented accurately and in proper proportion. Emotional appeals of the type usually associated with promotional activities are not applicable to war problems."

Commenting on the opposition to advertising men on OWI jobs, Mr. Cowles, station owner and deputy director of OWI said, "It seems laughable if I am to be condemned for persuading private industry to contribute as much as possible for the war effort.

"For instance," he said, "if the food people spend some of their money to publicize point rationing that's all to the good."

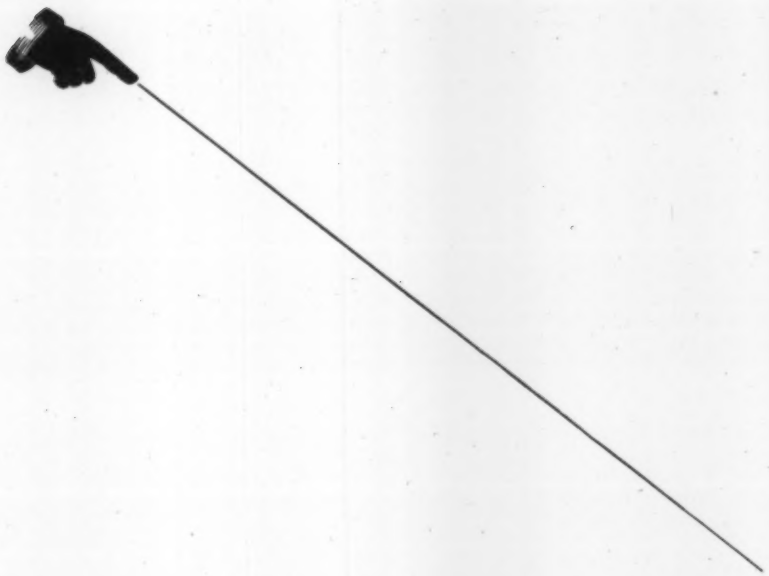
Mr. Cowles expressed confidence that radio, newspapers and magazines would be able to give OWI material all the attention it needed without creating "new information channels."

The OWI expressed confidence in radio and newsmen last week, when Elmer Davis issued a statement commending more than 600 radio commentators, writers and others who have become accredited correspondents since Pearl Harbor.

At the same time, Mr. Davis revealed that OWI is recruiting upwards of 300 writers, reporters and radio production men for propaganda activities with the Army at the front. The men will for the most part be deferred from the draft but will live under military regulations and wear uniforms. They will work directly under the Army.

THE PHILADELPHIA STORY of Westinghouse Station KYW was the topic when Westinghouse representatives met in Chicago with officials of the Central Division of the NBC Spot Sales Department to discuss operations. Seated at the conference table, clockwise, are: Phil Steitz, NBC Spot Sales; Frank B. Webb, assistant advertising and sales promotion manager, Westinghouse Radio Stations, Inc.; Harold M. Coulter, sales promotion manager, KYW; Oliver Morton, NBC national spot sales manager, Chicago; Leslie Joy, general manager, KYW; B. A. McDonald, sales manager, KYW; Rudi Neubauer, NBC Spot Sales; James P. Begley, program manager, KYW; Louis E. Tilden and M. R. Tennerstedt, NBC Spot Sales.

XUM



Wanted!

A WAR SUBSTITUTE

manufacturer who feels that he is not getting sufficient concentration of his advertising in such great, war-active cities as Hartford, New Haven, Philadelphia, Trenton, Jersey City and eleven other industrial centers of more than 100,000 people each covered by WOR—that power-full station.

WOMAN'S PRODUCT MAKER

who should prefer the station that thousands of women recently interviewed by Crossley, Inc., said, "Brings us programs which are of the most help in our household work." The station is WOR. Complete breakdown of the results of this check may be had on request. Address WOR, 1440 Broadway, New York.

GARDEN ACCESSORY

distributor or manufacturer who might want to be able to say what the P. J. Ritter Co. recently told WOR; i.e., "WOR produced more orders than any other major media used."

SPOTBUYERS

to write to WOR for its interesting and informative booklet, "Speaking of Spots."

IMPORTANT!

Timebuyers; advertisers; agencies . . . call the WOR Sales Department today for the complete, dramatic story of WOR's unique coverage of the 16 greatest war-active cities on the Eastern Seaboard. They are—Bridgeport, New Haven, Trenton, Newark, Allentown, Philadelphia, New York, Jersey City, Paterson, Yonkers, Camden, Elizabeth, Reading, Wilmington, Waterbury, Hartford. Each contains more than 100,000 people each. Amazing success stories to back WOR's selling power in this important territory. Write, wire or phone WOR, 1440 Broadway, New York (PE 6-8600) today. Facts, proof, other data supplied pronto!

XUM

Radio Not Callous to Spot Users

Time Clearance Irks Station As Well As The Advertiser

By CLAIR B. HEYER
Assistant Advertising Manager, Armour & Company

AGENCIES can save spot advertisers confusion and unhappiness, if they take trouble to explain the problems of time clearance, says Clair Heyer, assistant advertising manager of Armour & Co., explaining the troubles of station men who might seem callous in kicking spots around the schedule. Mr. Heyer, once national sales manager of WHBF, Rock Island, Ill., and now an active user of radio himself, has seen the problem from both sides. He answers the complaints of Walter Guild, Sidney Garfinkel Agency vice-president and radio director, who wrote in BROADCASTING, April 5, that stations favor network clients.

MR. HEYER

I AM AFRAID many radio advertisers and timebuyers have gone through the same miseries experienced by Mr. Guild on spot campaigns. And all wonder what can be done about it. However, I don't agree with his statement that the "station seldom unbends even to the extent of feeling sorry for the advertiser . . ."

In fact the broadcaster and his national representative are pretty much embarrassed themselves, and notification that the time has been sold network usually is accompanied by numerous apologies.

Kicked Around

After having a spot program kicked all over the schedule, it is easy to imagine villainous hah-hahs in the background, especially where said notices arrive by mail or wire. Or if station men seem callous, other daily griefs probably have forced them to assume a protective outer shell of seeming indifference. We don't expect an over-worked doctor to blubber all over his place every time a patient dies. And if a broadcaster ever let his emotions out of control, he'd never be able to carry on for bawling.

However, time clearance and availability problems are not confined to spot broadcasting. The sales department will ask for a change from spot to network on the theory that they'll have time for something besides approving time changes recommended by the agency and advertising department —and then come the requests from various stations for permission to transcribe and rebroadcast at another hour.

And we are right back on a spot basis. Such requests on network are fewer in number but are more difficult to clear when the uninitiated sponsor thought network meant the same time on all stations—100%.

It may be true that a small percentage of the stations do not realize how much extra work a time shift in one market causes the advertiser—the explanation to salesmen and managers, and merchandising material that has to be handled separately.

Should Understand

But I wonder if agencies themselves are not responsible for much of the sponsor's confusion and unhappiness by selling him the radio campaign on its good points only, without explaining in advance what may be involved in time clearance, and hoping it won't be too difficult. If the client understands how spot (or network) programs have to be handled, *before he approves the campaign*, then most of the problems can be solved with a minimum of anguish. After all, the advertiser doesn't always get the number one preferred position in magazine and newspaper.

In the meantime, maybe the NAB and the networks can do something to improve the situation. It is encouraging to see them renew interest in standard coverage data following publication of John Gillin's new WOW map.*

* The WOW standard mail map was compiled from 120,000 items of mail showing listener strength in primary, secondary and tertiary areas and the contour of 164 field strength tests. Map will be sent by NAB to all broadcasting stations. [BROADCASTING, March 22].

AMOCO SELLS BONDS IN WAKE OF JAP SUB

AMERICAN OIL Co. is following the Treasury's exhibit of a captured Jap submersible and buying radio time for War Bond plugs in cities where the sub is shown. The petrol company buys a 1-minute daytime spot and a nighttime station break for two days at each stand to publicize the sub exhibit and make a bond appeal.

Begun early in March, spot campaign has already hit all Baltimore stations; WBT and WSOC, Charlotte, N. C.; WBIG, WGBB, Greensboro, N. C.; WTAR, WGH, Norfolk, Va.; WPTF, WRAL, Raleigh, N. C.; WMBG, WRNL, WRVA, Richmond, Va.; all stations, Washington; WDNC, Durham, N. C.; all stations in Wilmington, Del., and Harrisburg, Pa. Now in Pensylvania, the exhibit is heading north through principal cities in New England. American Oil will continue to buy spots and newspaper space as long as the exhibit stays in the company's territory along the Eastern Seaboard, probably another 6 or 8 weeks.

Net Option on Half of Each Day Hour, 45 Minutes Each Night Hour Proposed

By A. J. MOSBY
GENERAL MANAGER, KGVO, MISSOULA, MONT.

THE FCC frowns at radio's present system of network pre-emption—and we in radio have reason to feel a trifle uncomfortable when the FCC frowns. Agency executives, timebuyers and spot advertisers resent having their spot programs kicked around because of present pre-emption privileges of the network advertiser.

The bewildered listener, tired of trying to follow his favorite program as it jumps here for 13 weeks, there for four more, and into still another slot for another period, gives up and reads a good book instead. Don't say those aren't definite radio problems, mister; you *know* they are!

An Easy Answer

The funny part about it is that there's an easy solution—so simple and obvious that we've overlooked it entirely up to now—straining instead over complicated systems that would create more problems than the condition they were created to alleviate. During daytime hours, from 6 a.m. to 6 p.m., the networks will preempt the first 30 minutes of every hour, leaving the remaining half-hour to the affiliate. From 6 p.m. to 12 midnight, the networks preempt the first 45 minutes of every hour, leaving the remaining quarter-hour to the affiliates.

This plan permits, without conflict, the operation of state and regional networks, regardless of the affiliation of the stations of such a group, and local affiliates can *guarantee* time to local and national spot accounts during the last half-hour of any hour during the daytime, or the last quarter-hour of any hour after 6 p.m. This means a great deal during state political campaigns and other regional spot business.

This plan will also permit delayed ET presentations from other networks, in line with FCC suggestions, thus doing away with the monopoly cry.

Such a system also breaks up the steady daytime parade, hour after hour, of soap operas, permitting the local station to present programs of relaxation in the intervening periods, and granting the listener surcease from too many quarter-hours of emotional a guish.

Under this plan the same sirable periods will be available all time zones. Many programs suitable for national sponsor because of the element of variation—such as children's grams, which, when presented a proper time in New York too early for the West Coast—have guaranteed time in all zones. Every station could present its children's progr between 4 and 6 p.m.

Plan Would Build Sales

The only objection brought to the idea so far is that net advertisers will be reluctant to time following a local prog This can easily be overcom publicizing the fact that net programs are broadcast by iated stations "on the hour hour". It will not take long the listening public to adjust to this schedule.

Finally, few networks—few tions, have consistently inte listening anyway. If the local which intervenes between the work offerings is no good, the tener can take time out to "Radio Plug Uglies" in the *er's Digest*, or light up a cigar relax, and await the network's super-collossal.

If the networks gain noth from the plan except having happy family of affiliates, it worth their while. The devi ment of regional and national advertisers under the plan build more network business, when they're big enough, the advertisers will go network as have before.

This simple plan of pre-em tion offers the answer to net individuality — station individu ity—spot broadcasting opportu ties—and equality of availabili Moreover, it offers the best me of taking advantage of liste habits, which vary from time to time zone—from city to city.

XUM

This little budget went to WORL, Boston

WSJS
Winston-Salem
N. C.

Coverage of North Carolina's Rich "Heart of the Piedmont" with a punch signal of

5000

Watts—Full Time

Delivered at that choice spot on the dial—

600 KILOCYCLES

Blanketing the Tar Heel "Tri-Cities" with programs from "The Network MOST People Listen to MOST"!

(250 watt rates still in effect—for a short time!)

●

Representatives

Headley-Reed Co.

NBC
Station For
Winston-Salem
and
Greensboro
and
High Point

Brown Passes Ball On Grade Labeling To Hostile Congress

Says He Lacks Authority, Virtually Killing OPA's Order

REPEAL of an OPA order requiring grade labeling of the 1943 pack of fruit and vegetables became virtually certain last week after Price Administrator Prentiss Brown told the Smith Investigating Committee of the House that he was not sure that he had the authority to enforce the order, and said that he would adopt other steps if Congress did not act to clear up the doubt.

In view of a declaration by the House Agriculture Committee last week that grade labeling seemed impractical this year, there appeared to be little likelihood that legislation would be adopted in time to permit enforcement of the regulation on this year's crop [BROADCASTING, April 12].

Mr. Brown indicated to the Smith Committee that in place of compulsory grade labeling of cans, OPA might compromise by requiring that grades be marked on dealer's invoices, and that retailers make these invoice grades available to the public. Under such an arrangement, grade might be marked on store price tags instead of on cans.

The plan which the OPA chief described to the Smith Committee was similar to a proposal advanced by Rep. Voohris (D-Cal.) in House debate last Saturday, when the Halleck resolution (H. Res. 98) authorizing another inquiry into grade labeling and standardization plans of Government agencies was adopted by voice vote. Rep. Voohris remarked that he was not sure OPA had power to require grade labeling, but that he felt consumers were entitled to protection under price ceilings. He suggested that invoices bearing the grade of merchandise be made available to the public.

Defending his resolution on the floor Saturday, Rep. Halleck visualized grade labeling as only the beginning of social reform through administrativve measures. He cited efforts to standardize work clothes and women's hosiery, and declared these were attempts to "satisfy the long-standing economic and social theories of those whose proposals would never stand the light of day."

Support for the Halleck resolution was bi-partisan, with leading Democrats insisting that no official who violated his authority should be spared.

KFDA Joins Blue

KFDA, Amarillo, Tex., on April 19 becomes affiliated with the BLUE as a member of the southwestern group, bringing the total of BLUE stations to 151. Owned and operated by the Amarillo Broadcasting Co., KFDA operates fulltime with 250 watts on 1230 kc. Network rate per evening hour is $80.

FAMILY AFFAIR is the weekly NBC *People Are Funny*, when this familiar production staff goes into high gear. Trio, relatively speaking, are John Guedel (at microphone), vice-president in charge of radio for Russel M. Seeds Co., and agency writer-producer of the show; Beth Guedel, his wife and assistant producer; and Walter Guedel, his father and gag writer. Brown & Williamson Tobacco Corp. (Kools) sponsors the half-hour series.

KPO 21st ANNIVERSARY

San Francisco Station Went On Air in 1922

KPO, San Francisco, NBC 50,000-w. outlet, came of age April 17. Started in 1922 as a novelty by the Hale Bros. department store, KPO spoke its first piece from the store's roof top with a 100-w. transmitter. Because 11 other stations in the city shared the same wavelength, each was allowed to broadcast only an hour or so daily.

In the 21 years of its history, the station claims to have been first to broadcast football games as well as grand opera direct from the stage. The *Standard Hour* is the modern result of KPO's broadcasts of San Francisco Symphony concerts.

Under general management of John W. Elwood, KPO programs now originate in San Francisco's Radio City.

Ward's Chicago Test

MONTGOMERY WARD & Co., Chicago (mail order house), in an intensive one-week test, is using radio in Chicago for "Help Wanted" promotion. Company placed a quarter-hour Sunday program on WLS and WGN on April 11 and continued through the week with five nightly quarter-hours on WCFL, three to four one-minute announcements on WLS, three participating announcements on WGN, and one-minute announcements daily on WBBM. Copy is slanted for secretaries, comptometer operators, stenographers, other office workers needed by the company. Agency is Foote, Cone & Belding, Chicago.

ASSOCIATED Music Publishers has notified all U. S. broadcasters that the composer of "Estrellita" has vested his renewal rights with AMP and the tune may now be broadcast only by AMP licensees. During the original term of the copyright stations with ASCAP licenses were also authorized to broadcast this composition.

Distribution of Stan- Backed by Radio In We

WITH plans for distribution of Stan-B in six West Coast stat completed, Standard Brands, Ne York, is preparing a spot sched in that area for the new vitam product containing vitamin complex with iron. Introducto drive starts May 17 in Californ Washington, Oregon, Idaho, A zona and Nevada, using spot a nouncements on a number of st tions.

Ted Bates Inc., New Yor agency for Stan-B, is also ha dling a campaign for Stamms, a other Standard Brands vitam product. Schedule of network a local station announcements in m mid-Western states started in Fe ruary [BROADCASTING, Jan. 25].

FM Meeting

FM BROADCASTERS Inc., cr ated several years ago to furth development of the art, will ho its annual meeting in Chica April 27 in conjunction with th NAB War Conference. The gener session will be held at 4 p.m. at th Ambassador Hotel (East). Th meeting was called by Walter J Damm, WTMJ-W55M, Milwauke FMBI president. Routine busines of the trade group and current FM problems will be considered.

Chevrolet Regional

GENERAL MOTORS Corp., De troit, Chevrolet division, has start ed a quarter-hour evening news cast with Manny Marget, Tuesday and Thursdays, on six stations o the North Central Broadcasting System, originating out of KVOL Moorhead, Minn., and fed to KABR Aberdeen, S. D.; KSJB, James town, KGCU, Mandan, KLPM Minot, KDLR, Devils Lake, N. D. Contract is for 20 weeks. Agency Campbell-Ewald, Detroit.

CHARLES O. DARNEY, formerly of the sales and merchandising depart ment of Montgomery Ward & Co., Chi cago, has been appointed sales servic manager of WLS, Chicago. Mr. Dar ney, a former salesman of KBIX Okmulgee, Okla., replaces Wells Bar nett Jr., who is joining the Army Air Forces on May 1.

PORTRAIT of the late Frank Cuba MBS correspondent killed in the La bon Yankee Clipper crash, Feb. 22, wa hung last week in Mutual's recordi room. Painting was done by Mrs. Dor Cross, wife of Christopher Cross, of the network's publicity department.

Row-mell

ROY PORTER, BLUE newscaster, has come out on top in the controversy stirred up by his unique way of pronouncing German Marshal Erwin Rommel's name. Attacked by a number of listeners, including Ogg Fitzgerald of the *Wall St. Journal*, for his persistence in referring to the Afrika Corps chief as "Row-mell," Porter was able to parry with the retort that the pronunciation was given to him by none other than the general himself. Porter met Rommel personally several years ago.

here is factual evidence of

WDOD'S AMAZING DOMINANCE IN CHATTANOOGA!

As one time buyer put it, "The Hooper figures for Chattanooga Show an amazing dominance for WDOD in this market." See for yourself.

C. E. HOOPER, INC.
MIDWINTER 1943
STATION LISTENING INDEX, CHATTANOOGA, TENN.

	WDOD	"B"	"C"	OTHERS
MORNING INDEX (8 TO 12 P. M.)	52.7	23.4	22.2	1.7
AFTERNOON INDEX (12 TO 6 P. M.)	45.5	29.5	23.5	1.5
EVENING INDEX (6 TO 10:30 P. M.)	44.4	39.5	13.2	2.9

the time-buyers' station

A RECENT survey of national spot business shows WDOD with 76.9 per cent of all national business placed in Chattanooga. Station B was awarded 18.3 per cent, Station C 4.8 per cent. Here is conclusive proof of WDOD'S dominance.

THE TIME BUYERS' STATION

WDOD

CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.

Army Stiffens Program Rules, Moves 'Wings' Show to MBS

WITH future broadcasts coming under more direct guidance of the War Dept. Bureau of Public Relations, according to that Bureau's director, Maj. Gen. Alexander D. Surles, the weekly half-hour program, *Soldiers With Wings*, formerly on CBS stations, shifted to MBS network April 14, Wednesday, 9:30-10 p.m. (EWT).

Directive was contained in a wire to Kenneth Thomson, chairman of Hollywood Victory Committee, organization clearing film talent for appearances on that show.

Program transfer was effected after CBS had attempted to spot the series opposite weekly NBC *Jack Benny Show*, sponsored by General Foods Corp. (Grape-Nuts Flakes). HVC protested at that time because the sustaining feature competed with a sponsored network program whose talent contribute services generously to the war effort. An early Saturday afternoon spot subsequently offered by CBS was also declined.

Entering the controversy when the issue of film guest stars was raised, Gen. Surles in a wire to Kenneth Thomson recommended resumption of the guest talent format and approved the recommendation of Col. William Nuckols, public relations director of Army Air Forces, that the half-hour spot offered by MBS be accepted, latter being subject to HVC approval. He further suggested that a reexamination be made of the situation in 13 weeks.

Soldiers With Wings was a CBS weekly feature for the past year. When Pabst Brewing Co. bought the Saturday night time for its *Blue Ribbon Town*, the network was forced either to move the Army program to another spot or cancel it. The series originates from the West Coast Army Air Forces Training Center at Santa Ana, Cal.

Thousands of Pins

OVER A thousand bobby pins have poured into WNYC, New York's municipal station, because a ballerina in an interview on that station had casually mentioned the difficulty of obtaining them. Ted Cott, m. c., gallantly suggested that listeners help out the dancer by sending her one or two of the now scarce hair clips. Extra pins will be donated to the salvage drive, the ballerina promises.

Agency Is Cens... Winchell Charg...

Lennen Radio Manager S... All 'Tempest In Teapot'

DESPITE front-page promin... given by PM last week to W... Winchell's disagreement with L... nen & Mitchell, New York, ... reputed "censorship" of script... his Sunday programs on the BL... the whole matter seems a "tem... in a teapot" and will probably... settled amicably, according to... J. Andrews, radio director of ... agency, which handles the prog... for Andrew Jergens Co., Cin... nati.

Mr. Andrews denied a re... that Philip Lennen, president ... the agency, planned to see ex... tives of Jergens in Cincinnati ... week to work out a compromise... Mr. Winchell's request that ... scripts should not be "censor... The radio director intimated t... the situation would work itself ... and that Winchell probably wo... not carry out the threat repor... in PM that "you fellows be... begin looking around now ... another show."

Option Due in May

Winchell is under contract ... Jergens until Dec. 31, 1945, w... yearly option renewals due by M... 31 for the ensuing year, effec... Jan. 1. His current salary for t... Sunday night series on the BL... is reported as $260,000 a year ... the rate of $5,000 per broadc...

According to the facts in t... dispute, as reported in PM a... confirmed by the agency, Winc... complained to Mr. Andrews t... cause some sentences prais... President Roosevelt were chan... in his April 11 script. He ques... Mr. Andrews: "Is it because the... a Presidential campaign com... up pretty soon and you're all afr... I'm too pro-Roosevelt?"

On April 4, when some of... parts of his script had be... changed or deleted, Winchell re... expectedly signed off the show w... "With lotions of love and ocea... of censorship", a line definitely n... in the script.

According to the agency, Wi... chell's scripts are gone over ... the same way the scripts of oth... radio talent are checked. Mr. An... drews defined for PM the "editing" ... given Winchell's scripts, as fo... lows:

"Supposing Walter is talkin... about a group of people. He might ... say, for example, 'Washington ... politicians . . .' In that case w... put in a qualifying word so the ... script will read 'Some Washington ... politicians . . .' After all, you can't ... include everybody when you speak ... about a group of people like that. ... Roosevelt is a politician. But he ... may not be in the group Walter ... is talking about."

Mr. Andrews further pointed out ... that the agency naturally wants ... to avoid Winchell's drawing "more ... fire on himself than is necessary."

Lang-Worth has captured the glamour crop from New York to Hollywood and leads the transcription field in bringing Showmanship to broadcasting.

Give your advertisers Showmanship via Lang-Worth specialties. Give them variety without end — quality without equal.

LANG-WORTH
INCORPORATED
PLANNED PROGRAMS
420 MADISON AVE. • NEW YORK

BLUE, MUTUAL GET MEMBERS ON FREC

MILLER McCLINTOCK, president of MBS and Dr. H. B. Summers, manager of BLUE's public service division, were appointed last week as additional broadcasting representatives on the Federal Radio Education Committee executive committee, Dr. John W. Studebaker, U. S. Commissioner of Education announced. FREC promoted cooperation between the industry and educators.

Two additional educator members on the committee are Bruce E. Mahan, director of Iowa U. extension service and Dabney S. Lamcaster, Virginia superintendent of public instruction. Previous radio appointees to FREC are: Lyman Bryson, CBS director of education; John Elmer, president WCBM, Baltimore; Harold B. McCarty, director of WHA, Madison, Wis., representing NAB; Neville Miller, NAB president; Judith C. Waller, NBC central division education director. George P. Adair, assistant chief engineer, represents FCC.

Dr. Studebaker has been nominated for education director of the State of New Jersey [BROADCASTING, April 5]. His appointment awaits approval of the legislature which has been hostile to Gov. Edison's appointees.

CARR AND ORE

Develop Government Employe Bond Selling Guide

TWO RADIO men have developed a salesmanship guide which will soon be used to sell Bonds to Government employes. They are Eugene Carr of the Broadcasting Division, Office of Censorship, and former sales manager of WGAR, Cleveland and Leigh Ore, public relations officer for the Interdepartmental War Bond Savings Committee, and one-time manager of WLBW, Oil City, Pa. (now WHIO, Dayton) and general manager of WWVA, Wheeling, W. Va.

To teach Treasury "Minute Men" how to sign Government workers for the 10% Payroll Savings Plan, Mr. Ore is producing a film strip on good sales technique. Idea for the 58-frame strip originated with Mr. Carr when he was asked to talk to Censorship's Minute Men. He dramatized the job and based the dialogue on arguments he used to persuade Geraldine Klancke, of the Broadcasting Division, to pledge 10% of her salary to Bonds. Miss Klancke is secretary to Robert K. Richards, assistant to J. Harold Ryan, Assistant Director of Censorship. In the film strip, which has transcribed sound track, Mr. Carr and Miss Klancke take the same roles.

The strip will be circulated among Minute Men in every Government agency. Coca-Cola Co. will contribute the use of projectors and projectionists.

Mr. Carr explains that the film strip teaches Bond salesmen to capitalize on the tremendous War Bond advertising—and to close the sale. "We learned in radio that an advertising campaign can't be 100% effective unless the sales organization—which does the actual selling—is properly trained," he said.

TWO TANKS that serve different purposes. The one on the right is the real thing. One on the left is the Victory Bond Tank of WRBL, Columbus, Ga., designed by J. W. Woodruff Jr., manager, as a bond and stamp selling booth. WRBL's tank was dedicated with Brig. Gen. Robert W. Grow, of Ft. Benning, reading the official order of Maj. Gen. Neugarden, commanding officer of the 10th Armored Division, recognizing the vehicle as an "armored auxiliary". Bond tank is in heart of downtown section and manned by beautiful ladies—wives of Army officers—as regular members of the WRBL staff.

BONDS ARE SOLD

By Millions in H. W. Davis' San Antonio Drive

IN THE FACE of competing demands for money, such as the Red Cross, income taxes, a WAAC drive and new auto licenses, Howard W. Davis, owner-manager of WMAC, San Antonio, recently got his forces rallied for a two-week Bond drive and hit a ceiling of almost 7 million dollars.

Highlight of the campaign was the General Kreuger Victory Concert in the San Antonio auditorium at which thousands were turned away (6,000 got seats) and a broadcast over the Texas Quality Network which was transcribed and rebroadcast by NBC to armed forces overseas, particularly those of the General Kreuger who formed the central attraction of the drive.

Cooperating with Mr. Davis were WOAI, which originated the network program, and KTSA, KABC and KONO. Newspapers featured large space on the campaign.

Dutch Boy Using 40

NATIONAL LEAD Co., San Francisco (Dutch Boy paints) recently started an extensive spring and summer campaign for 30 weeks on approximately 40 stations throughout the West. Account is using one-minute transcribed announcements and station breaks. The campaign will be augmented in May when Alaska stations KEQD, Anchorage; KINY, Juneau and KTKN, Ketchikan are added to the list. Agency handling the account is Erwin, Wasey & Co., San Francisco.

N. Y. Office for NCBS

NORTH CENTRAL Broadcasting System has opened a New York office at 8 East 41st St. under the direction of Katherine Silverthorne. John W. Boler, president, expects to divide his time between the New York office and the recently opened Chicago office in the LaSalle-Wacker Bldg. NCBS telephone number in New York is Lexington 2-6892.

NEW West Coast music publishing company, Walton Goldman Inc., supplementing National Music Corp. and Carmichael Music Publications, has been formed at 6425 Hollywood Blvd., Hollywood. Walton Goldman is president and general manager.

Two Changes Announced In War Savings Staff

STAFF CHANGES in the Treasury War Savings Staff have been announced by Vincent F. Callahan, director of the advertising, press and radio section. Jack Delehanty, present chief of the art and production section, has been named assistant director of Mr. Callahan's section. Walter A. Shead, a member of the press section, has been named acting chief of the Press Section, replacing A. R Williamson who resigns to return to a public relations position in Illinois.

The new assistant director of advertising, press and radio, Mr. Delehanty, will continue to supervise the work of the art and production section.

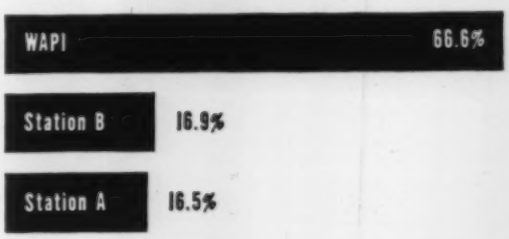
Mid-Continent Revue

MID-CONTINENT OIL Co., Tulsa, has started a Saturday evening quarter-hour variety program titled *D-X Melody Revenue* on WLS, Chicago. Avis Leone, Rusty Gill, the Diamondeers and Howard Peterson, organist, are featured on the program, placed for 52 weeks by R. J. Potts-Calkins & Holden Adv. Agency, Kansas City.

WAPI non-stop record completes 63RD MONTH

In Birmingham, national advertisers buy *more* spot quarter-hours on WAPI than they do on the *two other local stations combined*. This record reaches back to January, 1938.

During March, 1943, (the 63rd consecutive month) national spot quarter-hours in Birmingham were distributed like this:



Ask Radio Sales why WAPI is this unfailing first choice of experienced advertisers.

WAPI ★ BIRMINGHAM

CBS NETWORK. Represented nationally by Radio Sales: New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte

Rousing Radio Day Contributes To Success of Second War Loan

Reports of Full Schedules and Special Features to Promote Bond Sales Still Coming in

AS BOND sales surpassed expectations at the close of the first week of the Second War Loan, special network and station promotions were credited with much of the Drive's success. Reports of network and local features on Radio Day (April 12) and during the week are still coming in.

NBC and WEAF carried bond appeals on almost every show last Monday. Stars followed their appeals on WEAF by going on duty in a telephone room to answer all phoned pledges in person, while 60 operators assisted from dawn to midnight.

Willkie Appears

NBC's *Information Please* picked up last Monday from WTIC, Hartford, sold one-quarter of a million dollars in War Bonds as admission to the broadcast. Wendell Willkie was guest star and Connecticut's Governor Baldwin also appeared. Paul W. Morency, general manager of WTIC, and Dan Golenpaul, owner and producer of the program, arranged the Hartford broadcast.

BLUE and WJZ scheduled Treasury appeals and programs round-the-clock from 1 a.m. Monday morning to 1 a.m. Tuesday. Interviews with American service men by George Hicks were broadcast from London on *Men of Land, Sea and Air*.

CBS also used War Bond themes on a 24-hour schedule. *Joe and Ethel Turp*, for example, had the Second War Loan as the episode theme. From the Aberdeen Proving Grounds in Maryland and the Washington Navy Yard, CBS presented a special feature broadcast to describe war equipment and tell how much money is needed to keep it on the move. Stars of *95 Minutes From Broadway* plugged the drive.

After introducing the drive on several Sunday programs, Mutual gave most of last Monday's schedule to bond tie-ins and programs. On Sunday, the weekly *Stars and Stripes in Britain*, originated by BBC for re-broadcast over Mutual, was devoted in whole to the War Loan Campaign, with Navy, Army and Air Forces stories in dramatic form, and bond plugs to replace commercials. A broadcast from the Naval Training Station at Sampson, N. Y., described the bond selling activities there. Mutual's *Overseas Reports* aired bond appeals from Sydney, Australia, and Honolulu, with other news broadcasts also carrying campaign plugs.

Announcers Offer Gifts

WBYN, New York, featured pick-ups from City Hall, with councilmen acting as bond pitchmen, and station announcers offering inducements of nylon hose, fight and movie tickets, and gift certificates.

Listeners of WQXR, New York, heard writers, actors, war correspondents, and seamen who have seen action. On WBNX, New York, leaders of seven major language groups got the drive under way. WOR, New York, highlighted its aid to the campaign by two broadcasts. The first, from a U. S. Ordnance Dept. Exhibit, told the cost of war in tanks and guns, and the second originated in an Army hospital with invalided soldiers telling of battle experiences.

WRC, Washington, turned over its three-hour *Your Timekeeper* to War Bond sales messages. WMAL, Washington, renamed its *Blandwagon* morning program *Bondwagon* for the drive. Outstanding Illinois citizens appeared on WGN, Chicago, to add their support. WBBM, Chicago, rang its Victory Bell to open Radio Day and to mark bond messages and purchases.

On its *Bonds for Victory* hour, KXOK, St. Louis, used transcribed interviews from an Army barracks, Navy flying station, Coast Guard barracks, and Marine station.

KOA, Denver, broadcast direct from airplanes of the Civil Air Patrol which bombarded Colorado cities with Second War Loan literature and other bond messages.

WKY, Oklahoma City, worked out a War Bond auction, sponsored by a local dry goods company. Articles selected from the store were to members of the radio audience who pledged the highest sums for bonds.

Almost the full schedule of KOB, Albuquerque, was devoted to Radio Day, with the mayor, the governor and local dignitaries appearing at the station.

Governor Takes Orders

WAOV, Vincennes, Ind., turned its entire schedule on Radio Day over to Treasury messages, with some commercial sponsors using only War Bond copy. Most important special show on WRNL, Richmond, Va., was the *Governor's Program* on which Governor Darden took orders for bonds.

WTAG, Worcester, and WTOP, Washington, both set up posters with strips of paper representing bond purchases used to blot out the picture. WTOP's poster caricatured Hitler, Hirohito and Mussolini, while WTAG displayed a poster of a Japanese battleship with bond buyers entitled to pin on strips of ocean until the ship was "sunk."

Stars appearing at local theaters and night clubs, including Jack Haley, George Jessel, Ella Logan, the orchestras of Xavier Cugat and Teddy Powell, and the cast of *Porgy and Bess*, broadcast in a five-hour War Bond variety program on WIP, Philadelphia. Station raised over $700,000 in one day.

KRNT-KSO, Des Moines, campaigned for bonds to buy fighter planes to avenge heroic Iowans now dead, in hospitals and in Axis prisons.

FM stations also cooperated in the opening of the Second War Loan. W47A, Schenectady, carried a speech by Mayor Mills Ten Eyck from the W47A Bond Wagon at a downtown intersection.

MR. CALLAHAN

TREASURY THANKS RADIO

The Secretary of the Treasury, Henry Morgenthau Jr., has asked me to thank the radio industry in behalf of the Treasury for the tremendous success of Radio Day which was so gratifying to all of us associated with the 2nd War Loan Campaign.

The enthusiasm with which the entire radio industry responded to our request to help inaugurate this drive to raise 13 billion dollars to help finance the war, is deeply appreciated. If it were possible, I would write a personal letter to each and everyone who had a part in Radio Day. But since it is not possible, I welcome the offer made by BROADCASTING Magazine to reach you in this way.

I wish to thank the managers and program directors of all the radio stations and networks who without hesitation and without reservation offered the full cooperation of all their facilities and directed the dedication of this day to the campaign; the war program managers and special events directors whose ingenuity made special broadcasts possible; the commercial sponsors who so generously relinquished their time so that that time could be devoted to the 2nd War Loan; the advertising agencies who made possible guest appearances and special scripts on commercial programs; commercial managers of stations who acted as liaisons and coordinators; the script and continuity writers whose ideas gave a varied and new approach to our message; the production men and music consultants for thoughtful planning and direction; the engineers whose alertness made possible the smooth coordination of many additional pick-ups; the announcers whose messages were sincere and convincing; the secretaries and office personnel behind the scenes who untiringly helped and devoted many extra hours; the artists for their generous giving of time and talent; and the stations' press departments as well as all newspapers and radio publications which so successfully publicized Radio Day.

Our thanks to the National Association of Broadcasters for their support and endorsement of the campaign and for their dissemination of special material to all radio stations through their regular and special bulletins.

Our thanks to the Office of War Information for clearing additional time and making every effort to place effective messages.

And I should like to publicly thank my own staff—Marjorie Spriggs, Chief of the Radio Section, for her valuable suggestions and competent direction; as well as Emerson Waldman, Ruth Girard, Estelle Broderick, Mort Milman, Jules Alberti, Charles Alsup, Everett Opie and William Rainey who make up the radio section.

Radio again made, and I know will continue to make throughout the entire campaign, a tremendous patriotic contribution by sending out the vital message of how urgently financial resources are needed by our Government to help win the war.

Sincerely yours,

VINCENT F. CALLAHAN
Director of Radio, Press and Advertising.

Alberti Changes Job

JULES ALBERTI has left the job of Chief of Station Relations, Radio Section of the Treasury Dept., to be in charge of booking and routing of all shows for War Savings and to handle requests for talent and war heroes. His new job is in the Motion Pictures & Special Events Section of the Treasury, under Carlton Duffus, who heads the section.

AXIS BLOT-OUT for Second War Loan was launched by WTOP, Washington, as Arthur Godfrey reported progress. The station's "Blot Out the Axis" drive found Program Director Martin Wickett (left) tallying pledges phoned in by listeners. Grace Myland, hostess, paints out Hitler, Hirohito and Mussolini by squares representing bond purchases.

PATTERN FOR A PEACEFUL TOMORROW

When the bells toll again for peace in our time, you will come to know some such design as this one—of bull's-eye, concentric circles, and cuneiform lines. It will be Westinghouse Radio Stations' test-pattern for television in the home . . . an optical device for focusing the image on the screen, comparable to tuning-in a radio program. ● Commercial television was sidetracked by the war, but it will emerge at war's end as the eighth wonder of the modern world . . . the ability to hear and *see* what is happening *as* it happens! ● Westinghouse Radio Stations will be ready with television, you may be sure. They will have had the obvious benefits of first-hand radio-electrical knowledge and experience, learned and earned in the furious crucible of war's laboratories. When the curtains part on a new, exciting world, Westinghouse will be well down-stage.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

HAROLD FAIR HEADS NEW NAB COMMITTEE

HAROLD FAIR, program director of WHO, Des Moines, has been appointed chairman of the newly organized program directors executive committee of NAB. He will assume his chairmanship when he convenes the committee at the NAB Radio War Conference in Chicago next week. The committee's purpose is to stimulate activity in the program field of broadcasting.

Mr. Fair

Mr. Fair's career began after graduation from Northwestern U. in 1925. He joined several prominent bands as pianist, did "time" in vaudeville and early day radio, sold bonds and then went to work for KOIL, Council Bluffs, Ia., as announcer and producer. After a year he went to WBBM, Chicago, and in 1939 joined WBEN, Buffalo. From 1932-34 he was a production man and announcer for CBS.

Radio Silence Is Ordered On Coast in Red Alerts

NEW rules on radio silence during West Coast alerts, apparently designed to avoid confusion such as followed the March 16 mid-day alarm in Los Angeles, have been announced by Gen. John L. DeWitt, of the Western Defense Command, in San Francisco. "Radio silences," the order said, "will be ordered whenever the Fourth Fighter Command causes the red air raid warning to be given."

The order explained further that radio silences, as previously in effect, may be imposed at any time during an alert, either at the first (yellow), or second (blue) warning. The great percentage of the Los Angeles area populace ignored the air-raid alarm on March 16 because radio stations were not silenced. Many considered it a practice drill.

TOO MUCH FREE TIME

Given by Small Stations

—Says WSKB Manager

FREE RADIO time requests are reaching new heights, according to George Blumenstock, manager of WSKB, McComb, Miss. Recently he received a letter from MacFarland, Aveyard & Co., handling the Stewart-Warner account, asking for publicity on a double spread war message by its client in the *Saturday Evening Post*.

"Some advertising men lie awake nights thinking up plans on how to get free time on radio stations," writes Mr. Blumenstock. "They seem to know the value of the coverage of our stations, but they have gotten into a bad habit which is not entirely their fault because too many small stations fall for this sort of thing hoping to win favor with the agency." As a matter of fact, he declared, they are destroying the value of station time by giving it too freely.

WBRC Is Silenced As Engineers Quit

But Station Returns to the Air After Third Day

AFTER three days of silence WBRC, NBC outlet in Birmingham, Ala., returned to the air Wednesday following the walkout of its six-man technical staff in protest of a decision of the Atlanta Regional War Labor Board rejecting a general wage increase, and several other adjustments of the contract between the station and Local 253 of the International Brotherhood of Electrical Workers (AFL).

Had Come to Terms

The shutdown occurred Sunday morning when the technicians failed to report. The union, through its secretary, Rex White, notified K. G. Marshall, owner of the station, that the men were not on strike but had quit their jobs.

Trouble arose suddenly over the week end after the union and WBRC apparently had come to terms on a new contract. A few weeks ago WBRC, together with WAPI, CBS station in Birmingham and WSGN, MBS-BLUE outlet, had completed three identical contracts with the union and had submitted them to the regional WLB for approval.

Members of the IBEW who left WBRC jobs accused the station of duplicity in submitting information to the board which influenced a decision handed down April 1 rejecting the proposed contract. The union met the evening of April 10, and on the 11th the men failed to report for work.

With the station off the air, on Monday members of the union and officials of the station met with WLB representatives in Atlanta. WLB agreed to reconsider the decision in light of additional information supplied by the union.

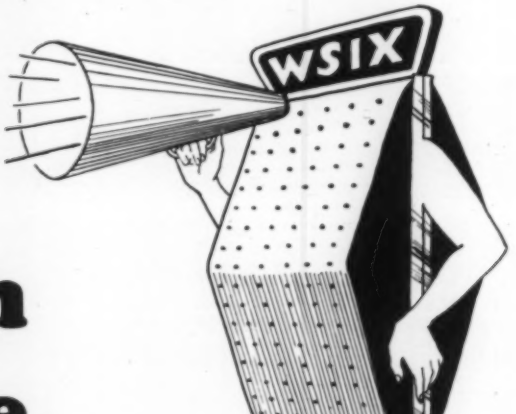
Lawson Wimberly, international representative of IBEW, said that the station had resumed operations Wednesday with two of its former men on hand. Mr. Wimberly said IBEW would try to get the others to return and failing in this, would supply substitutes to the station. The local union said every effort was being made to complete a staff of technicians for the station.

Officials of WBRC denied that the station had participated in any duplicity in submitting the additional information to the Board. They explained the material was sent to Atlanta at the request of the WLB.

Leslie Salt on 20

LESLIE SALT Co., San Francisco (table salt) is using approximately 20 stations on the West Coast and three in the Hawaiian Islands. Transcribed minute and half-minute spots are being used. Contract is for 52 weeks and business was placed through Erwin Wasey & Co., San Francisco.

Retail Sales up 50% in Nashville



Whether aiming at sales today or public acceptance tomorrow, you want a LIVE market to advertise to.

With retail sales in Nashville running 50% ahead of 1942, you will have a hard time finding a more active market.

For broad and intensive coverage of the entire Nashville trade area, you will have a hard time finding a better buy than WSIX, "the Voice of Nashville".

Spot Sales, Inc.

National Representatives

Member Station

The Blue Network and

Mutual Broadcasting System

5000 WATTS

WSIX "The Voice of Nashville" NASHVILLE, TENN.

980 KILOCYCLES

WQXR asks:
Why Stop at 8 P.M.?

Here's How New York's Five Leading Independent Stations Rank When You Include the Top Evening Hours:

	Percentage of "Station Quarter-Hours" in Which Each Station Leads (Monday-through-Friday Average)			
	The Pulse of New York From 7:00 a.m. to midnight, The Pulse, in the month of March, surveyed 340 quarter-hours of entertainment broadcast by these 5 stations. Here's the result:		**C. E. HOOPER, Inc.** During January and February, C. E. Hooper, Inc. surveyed 290 quarter-hours of entertainment broadcast by these same 5 stations between 8:00 a.m. and 10:30 p.m. Here's the result:	
	6:00 p.m. to midnight	7:00 a.m. to midnight	6:00 p.m. to 10:30 p.m.	8:00 a.m. to 10:30 p.m.
WQXR Leads	**82.2**	**75.3**	**80.5**	**64.1**
Station "A" "	64.5	77.8	63.8	77.6
Station "B" "	37.5	43.7	62.4	59.4
Station "C" "	48.9	45.1	57.0	55.5
Station "D" "	18.7	20.5	was not surveyed for full period	was not surveyed for full period

WQXR numbers among its sponsors dozens of the nation's leading advertisers—most of whom have big network shows with a New York outlet. But these advertisers have also found that it pays handsomely to cultivate *independently* WQXR's large audience of music-lovers here "in the heart of the world's richest market." And the above figures show you why they continue to buy WQXR.

WQXR

730 FIFTH AVENUE, NEW YORK

In Chicago:
THE FOREMAN COMPANY
WRIGLEY BUILDING

"New York's High Fidelity Station"

Merchandising & Promotion

WGKV Movies—Heavenly Shower—Fairy Tale—Romance—Blue Glass Symbol

LOOKING ASKANCE at the figures used in an advertisement the Metropolitan Group of newspapers ran March 24 in *The New York Times*, CBS has superimposed its "daily average circulation" figures on a photostat of the *Times* ad, and is releasing the piece with a memo signed by William C. Gittinger, CBS vice-president in charge of sales. Headed "We didn't start this—but now it's up, look at FACTS . . . ", the CBS box asserts its circulation per day is 21,173,000 radio families, or 102% greater "family circulation" than that claimed by the Metropolitan Group.

* * *

Whiteman's Welcome

FURTHER welcome to the BLUE's new director of music, Paul Whiteman, was given last week in a folding brochure, with a picture on the front of Mark Woods, president of the BLUE, shaking hands with Whiteman. Copy tells facts about Whiteman's history, and points out how more and more people are turning to music for wartime morale.

Fairy Tale

PUT ONE PENNY—just one—into an envelope and send it to me for the Red Cross, said the Magic Lady on her *Streamlined Fairy Tales* program on WFIL, Philadelphia, for the Lit Brothers department store. And 2,000 kids did just that. Undoubtedly inspired by the *Truth or Consequences* cavalcade of pennies, the idea for this new kind of Red Cross solicitation came from a child listener, that children who listen to the *Magic Lady* should do something to help the Red Cross to help others. As a result, the station presented a sack containing 2,000 shiny pennies to Benjamin Rush, Jr., chairman of the Red Cross War Fund Drive in Philadelphia.

Color War Map

RAND McNALLY & Co., Chicago, has published a four-color global war map for merchandising by stations. In addition to two general and three detail maps of the war areas, the piece contains up-to-the-minute data on territorial changes. Among the stations using the map for promotional purposes are WENR, Chicago, and WEAF, New York.

* * *

Pull Out

NEW mailing piece of KXOK, St. Louis, is a French fold which features its news services and on a strip of paper which pulls up from a slit in the picture of a teletype machine is listed the leading programs heard throughout the week.

IT WAS A BIG DAY for [illegible] Frost and frosting at WBML Macon, recently when Announcer Don C. Frost and Margie Hobb[illegible] were wed. The frosting, of course refers to the cake. The bride is offering the first slice to Manager Charles W. Pitman. The bridegroom is at the right.

* * *

Heavenly Shower Analyzed

ONE OUT of every 31 families listening to the Jan. 30 broadcast of NBC's *Truth or Consequences* which resulted in a deluge of pennies on Mrs. Mullane for having missed a question, sent money so that she might buy War Bonds for her soldier son. This was revealed in a brochure, released by NBC this week, in which mail response to Mrs. Mullane's "consequence" was analysed. It was also disclosed that 84.1 of all counties in the East and Central time zones sent one or more letters to Mrs. Mullane. Mail was received from 48 states and [illegible] Canadian provinces.

* * *

WGKV Movies

DISPLAY window of the S. Spencer Moore Co., Charleston, W. Va., is fitted with a 16mm movie projector which each night after sundown flashes news on a screen for 15 minutes followed by a 4-minute trailer for a product advertised on WGKV. An automatic switch enables the film to be rewound for continuous showing throughout the night. Moore's, an office supply house, stocks the products advertised. Subject of the trailer is changed weekly.

* * *

Blue Glass Symbol

WHEN WSAZ, Huntington, W. Va., announced it had joined the BLUE network, a small folder was sent out covering a piece of blue Blenko glassware. Piece received by BROADCASTING was a blue water jug. Folder told of Blenko ware in 175 words, explaining that Milton, W. Va., where the glass is made, is only one of many cities within the area of WSAZ. Back cover was given over to listing of stations of West Virginia Network.

* * *

Remember Romance

AS A "Reminder of a Spring Evening, April 18," radio editors last week received boxes of Evening in Paris face powder from the House of Bourjois, New York, which started its new series *Here's to Romance* on the BLUE that evening. Details of the show were outlined on a white "Reminder" card inserted in the blue boxes. Foote, Cone & Belding, New York, is agency. Tom Fizdale Inc. is handling publicity.

Livestock production in Kansas has smashed every existing record. Farm pocketbooks (already bulging) will soon be swollen by an added 352-million dollars.

Similar production figures exist in surrounding states that are reached daily by WIBW's penetrating 580 kc frequency and friendly, persuasive sales personalities.

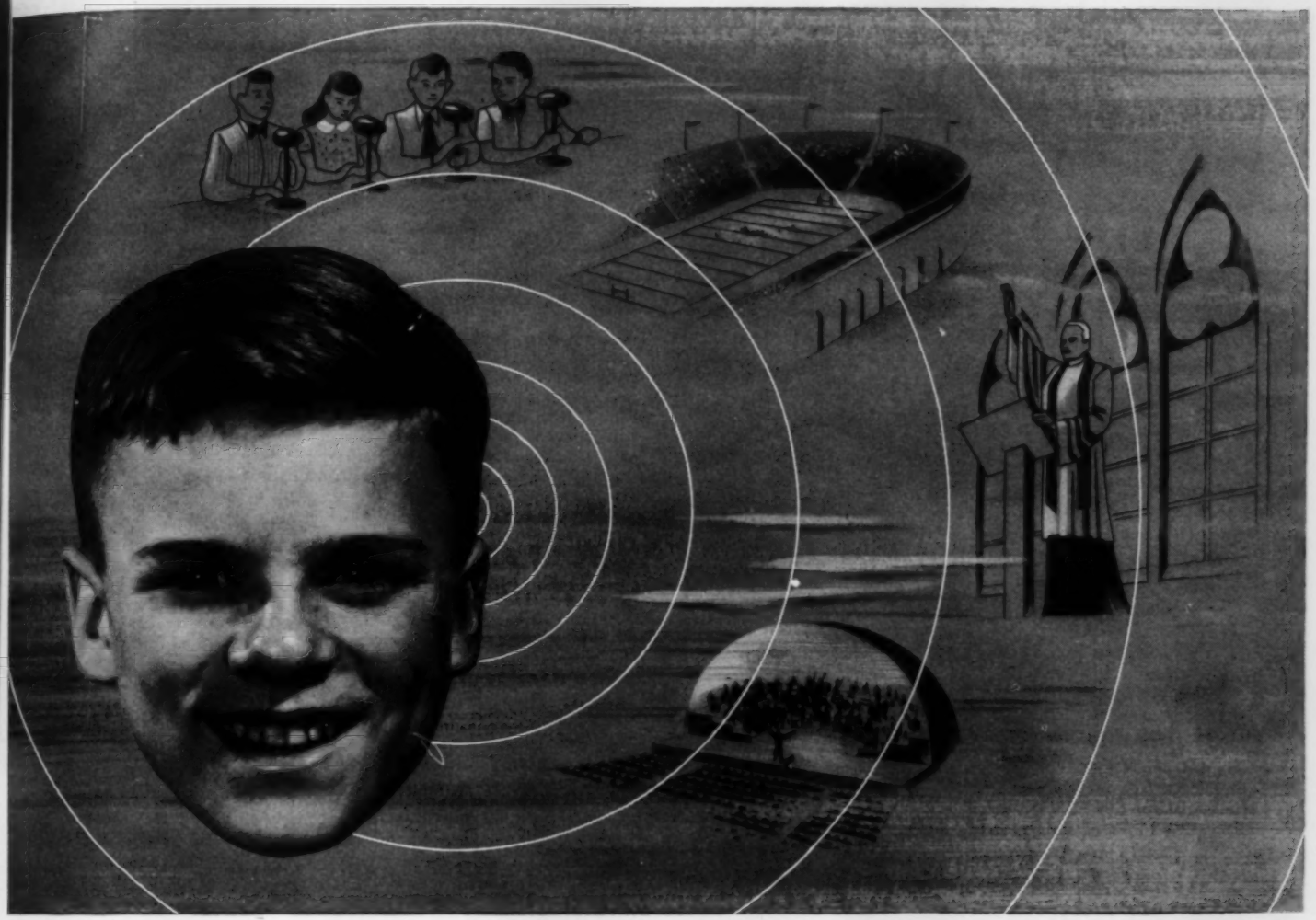
WIBW's farm and small town listeners are RICH! They're BUYING whatever you have to sell! So far, we're not rationing WIBW's productive times and programs. BUT—better get in touch with us soon.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO



A WORLD WE NEVER KNEW...

Our children are growing up in a new and wonderful world ... a world in which *radio* is a natural part of their lives ... a world we never knew in our youth.

For, to our sons and daughters, radio has always been there ... radio belongs ... radio is a part of the American way of life they have always known.

And in the future, radio will be an even greater force for them—a natural part of their communication, their education, their growth, their most significant activities.

This is a responsibility that the broadcasters of America are well prepared to meet. And RCA is proud that its resources and its skill have contributed in some measure to the swift and certain forward march of radio.

Today, those resources and that skill are devoted to the task of Victory. Tomorrow, they shall again be turned to the service of American broadcasters ... so that they can play, to the fullest measure, their important role in America's peacetime progress.

Meanwhile, you may have technical problems of immediate concern. You may need advice on equipment and service *right now*. RCA invites you to consult with our engineers on these problems. For whatever skill and labor and resources we can possibly spare from the task of Victory—is yours to command!

RCA

RCA BROADCAST EQUIPMENT

RCA Victor Division

RADIO CORPORATION OF AMERICA, Camden, N. J.

NORTH CAROLINA
is the
SOUTH'S No.1
AGRICULTURAL
STATE

CASH INCOME and GOV'T PAYMENTS

WPTF
with 50,000 Watts
in RALEIGH is
NORTH CAROLINA'S
No.1
SALESMAN
NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

Power Not a Factor in Technicians' Pay, Arbiter Holds in Ruling on KPAS Case

ACCEPTING almost all the arguments advanced by Local 40 of the International Brotherhood of Electrical Workers (AFL), George Chaney, U. S. Conciliation Service arbiter, last week ruled that eight technicians and technical supervisors of KPAS, local in Pasadena, Cal., were entitled to a pay scale equal to the highest in the Los Angeles economic area.

The arbiter's ruling was based on his statement that "the work performed by these artisans in each station is absolutely the same notwithstanding differentials in the broadcasting power of the stations." Stating that equal work warrants equal pay, Mr. Chaney said that inequalities existed between the KPAS scale and that of other stations.

Would 'Injure Morale'

In ordering KPAS to pay at a rate equal to the highest in the area, he said, "to continue this inequality will most certainly injure morale and militate against effective prosecution of the war by a most important industry, as well as put the stamp of public approval on inequalities."

As soon as the terms of the arbiter's award became known in Washington, Joseph L. Miller, NAB labor relations director, telegraphed the Regional War Labor Board in San Francisco for permission in appear or file a brief in behalf of NAB when the case is reviewed. The fate of the award was put in doubt Tuesday when the National War Labor Board ordered its regional boards to deny wage increases in inequality cases.

The arbitration had begun several weeks ago when Local 40 and KPAS were unable to agree on renewal of a contract that expired Feb. 16. The contract covers six full time technicians and two technical supervisors. Under the proposed new scale the technicians would get $291.67 monthly and the supervisors $322.

Mr. Chaney's report showed that Local 40 included 180 technicians. He claimed that broadcast technicians possess the same skill and ability as journeymen electricians, and they worked alongside of them on installation and maintainance and repair work.

The decision explained that commercial radio in the Los Angeles area has grown "like Topsy" with "little or no guidance or direction in so far as wages and working conditions are concerned." At the time of the first radio technicians agreement in the area, in April, 1938, Mr. Chaney said, employers hired technicians at the market price, the same as they bought equipment.

Now, he said, "the Government has the responsibility of fixing a ceiling price for the services which these workers furnish in producing this commodity.

"The work performed by these artisans is substantially the same notwithstanding differentials in the broadcasting power of the station," he said.

Pointing to the OWI wage [illegible] $316.66 per month for regularly employed technicians in the San Francisco area, Mr. Chaney said the Government had provided a yardstick for technician's wages. He observed that KPAS, which started operations in February 1941, had voluntarily granted increases of 8.3% for supervisors and 6.8% for technicians with a year, and he found a wide variety of wages in Los Angeles stations ranging from a low of $195 to $291.67 per month.

Using as authority the Price Control Act and the President's wage freeze order of Oct. 3, 1942, he said gross inequities and inequalities must be eliminated. "It would be both unfair and unwise," he wrote, "for the Government to say that if a technician sells his services to KPAS, he shall receive not to exceeed $235 per month, while he shall receive $291.67 from KMPC for the same services."

He therefore ordered KPAS to pay $291.67 for technicians and $322 for supervisors, the rate paid by KMPC, highest paying station in the area.

Helen Murray Directs KPO Sales Promotion

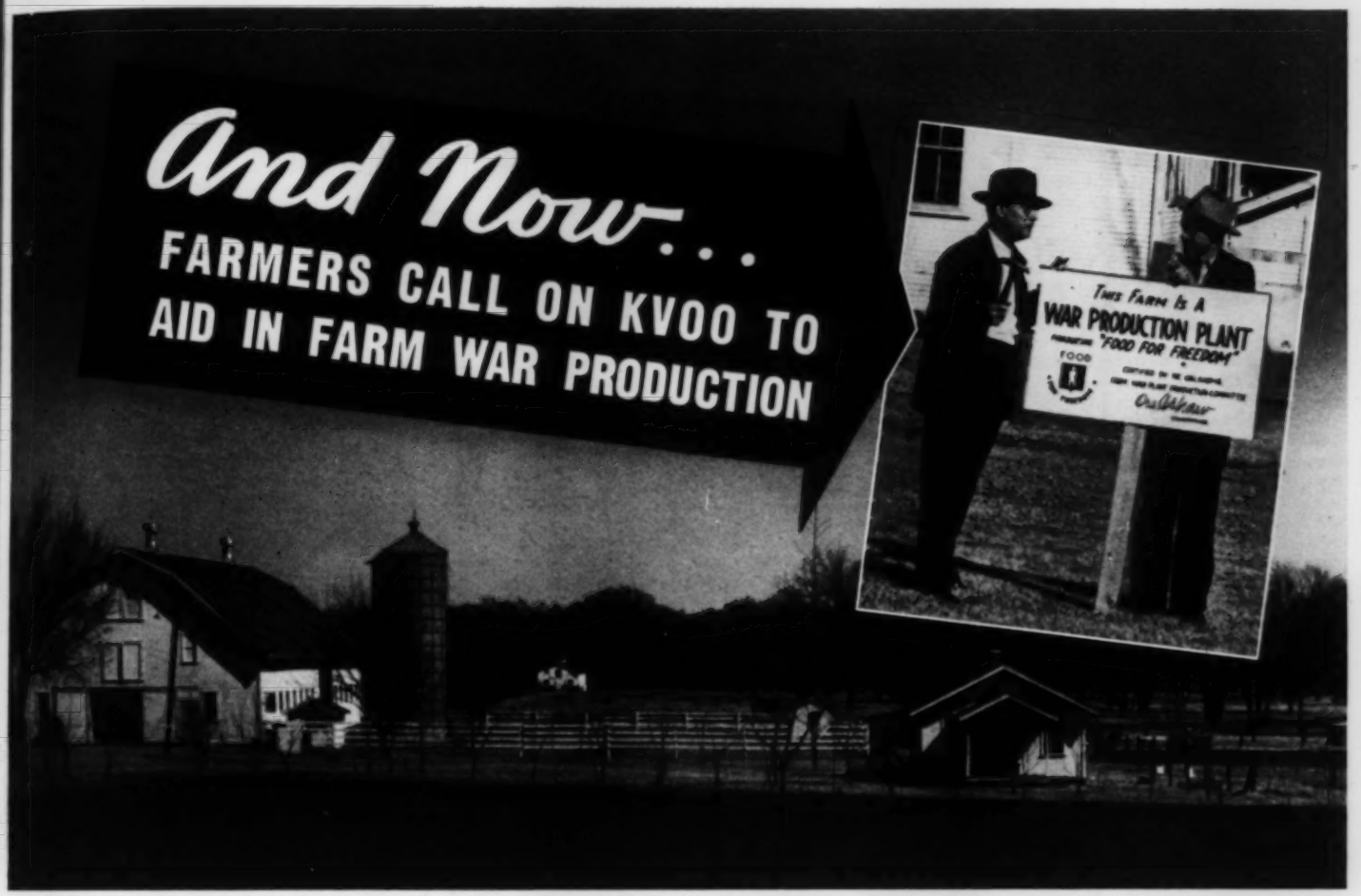
HELEN F. MURRAY, assistant sales promotion manager of NBC Western Division, Hollywood, on April 15 became sales promotion director of KPO, the network's owned and operated San Francisco station. She succeeds Henry Schaffer, who resigned to freelance. Anne Joseph, who had been assistant to Jack O'Mara, sales promotion manager of WOWO-WGL, Fort Wayne, Ind., has taken over Mrs. Murray's former Hollywood post.

Miss Murray

Mrs. Murray joined NBC in 1938 and a year later assisted Charles B. Brown, now the network's director of advertising and promotion in New York, in establishing the Hollywood sales promotion division.

New Marlin Product

A NEW SHAVE cream product has brought Marlin Firearms Co., New Haven, back to the air, after having cancelled virtually all spot broadcasting for its Razor Blades early this year, due to limited supplies for civilians [BROADCASTING, Jan. 18]. Campaign of spot announcements for the shave cream is already under way in some areas and will expand further as marketing and distribution plans are completed. Craven & Hedrick, New York, handles the account.



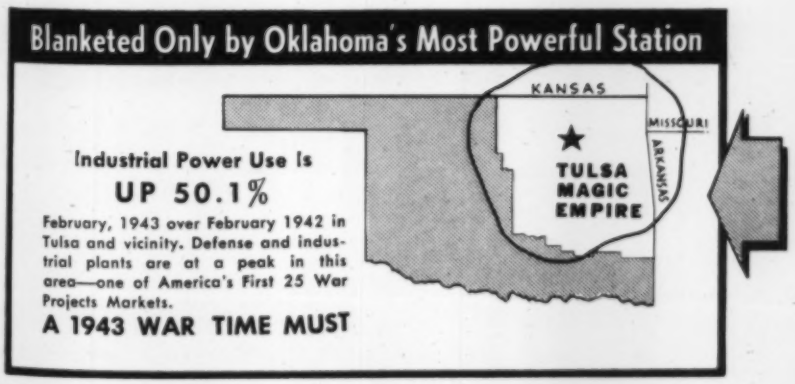
In insert above Sam Schneider, KVOO farm editor, is shown assisting Judge Oras A. Shaw place a "War Production Plant" sign on his farm near Tulsa. Judge Shaw is chairman of the Farm War Plant Production committee of Northeastern Oklahoma.

KVOO TO PRESENT AGRICULTURE "E" AWARD AT HARVEST

It's getting to be a habit for Oklahoma farmers to call on KVOO when there's an important job to be done. So, when a number of farm leaders got together recently to discuss how to meet the farm war production goals for Oklahoma, KVOO's genial farm editor, Sam, was naturally called in.

Farm leaders felt the job would be easier, if the farms were designated as the industrialized food plants that they have become since the war. KVOO was called upon to carry the appeal for super production on farms to her vast agricultural hinterland. To designate the 47,000 Northeastern Oklahoma farms as War Production Plants, KVOO supplies signs, such as the above, which are being distributed by neighborhood leaders to those who desire to participate in the program.

An agricultural "E" award will be made to farms exceeding their quotas.


Blanketed Only by Oklahoma's Most Powerful Station
KANSAS
MISSOURI
ARKANSAS
TULSA
MAGIC
EMPIRE
Industrial Power Use Is
UP 50.1%
February, 1943 over February 1942 in Tulsa and vicinity. Defense and industrial plants are at a peak in this area—one of America's First 25 War Projects Markets.
A 1943 WAR TIME MUST

50,000 Watts Day — 25,000 Watts Night
1170 Kilocycles
Edward Petry & Co., National Representatives

XUM

LaRoche Calls Ads Best War Medium

Says That Unlike Handouts, Editors Cannot Color

ADVERTISING is a much more effective medium for the Government to use in presenting its wartime messages to the public and in achieving a unity of purpose than the usual procedure of speeches or handouts, which are subject to editorial interpretation colored by the political views of the editor, Chester J. La Roche, chairman of the Advertising Council, told an advertising press conference last Monday.

He pointed out that whereas favorably influencing 51% of the voters is enough to elect a candidate for a political office, convincing 75% of the people of the soundness of any government war program is not enough, since a 25% minority is enough to support a black market or otherwise block the complete adoption of the plan.

The meeting, following a luncheon given by the Council at the Cloud Club in New York, was designed as a "progress report" of the activities of the Council, Mr. La Roche said. He explained that the Council's primary function is to serve as contact between the Government, which wants to instruct the public, and the advertising profession, which is voluntarily donating its skills and facilities to this task. He estimated that the contribution of the nation's advertisers, advertising agencies and media currently amounts to between $300,000,000 and $400,000,000 a year, of which radio time and talent account for $100,000,000.

It is necessary that the time and space be given by the advertising industry and not purchased by the Government, for political reasons, he stated. Citing the "howl" of protest that arose from an OWI booklet which "mentioned President Roosevelt," he pointed out the uproar that would be created if the Government attempted to buy radio time or publicaion space.

Currently, Mr. La Roche said, the Council is developing a "Community War Advertising Plan" to make it easier for local advertisers and advertising media to cooperate with the Government, without the necessity of constant solicitations. Basis of the plan is the pledging by local advertisers of a certain amount of time or space each week or each month on a regular basis. A local advertising committee will then allot this time and space to the various war drives in accordance with the national priorities established by the OWI and also with the local needs of the community.

'TO BRING OUR BOYS HOME'—Mrs. R. B. Smithson of Denver accepts a $50 check from Bert Mitchell Jr. of KOA, Denver, for Brown & Williamson Tobacco Co. after she answered correctly the question of the week on *People Are Funny*, NBC Friday evening program. Mrs. Smithson will buy War Bonds for her two sons in service, one a wounded hero of Corregidor now a prisoner of the Japs. In the Smithson parlor are (l to r): Iris Smithson, daughter; Mrs. Smithson; Mr. Mitchell; Joe Pulliam, Brown & Williamson district manager; Duncan McColl, KOA salesman. She correctly answered that the Bible is the year's best seller.

PEABODY AWARDS AT OHIO MEETING

PRESENTATION of the Peabody Awards will not be made at the NAB Radio War Conference, but has been transferred to the Ohio Radio Educational Conference, Columbus, May 1, to fill the NAB's portion of the Conference agenda.

Award winners this year include: NBC Pacific Coast network; CBS network, Charles Collingwood, CBS correspondent; stations WCHS, Charleston, W. Va.; WHA, Madison, Wis.; KOAC, Corvallis, Ore.

Dr. S. V. Sanford, Chancellor, University System of Georgia, will make the presentation. The George Foster Peabody Awards are jointly administered by NAB and the Henry W. Grady School of Journalism, University of Georgia. Dean John E. Drewry will represent the Grady school and Earle Glade, Salt Lake City, NAB member of the Awards Committee, will speak on "What is Public Interest, Convenience and Necessity?" as applied to radio.

The Ohio Conference is for public service program producers, station and network operators, and Government officials.

From BORDER to BORDER And COAST to COAST

other radio stations ask WCPO - excerpts from letters on file at WCPO

"We would greatly appreciate the opportunity of discussing some of the phases of your operation with you and your program director, and promotion man."

"We would appreciate your helpful suggestions very, very much. Tell us how you do it?"

"We like to think that we are in the process of doing the job here that WCPO is doing in Cincinnati."

"I was just wondering if you had some secret program formula and would not mind giving another station a bit of advice. I want to build our listening audience as high as WCPO's."

"I am taking the liberty of enclosing our station log, so that you may pencil such notations on it as you see fit, and believe, any suggestions will be most welcome."

"Sincere personal congratulations for the splendid rating you have at WCPO. May it grow more powerful."

"Quite frankly here in a locality that does not have quite as severe competition as you do, we have not been able to achieve anything approaching your audience figures."

"The fame of WCPO is well known way out here in California."

"I have heard from many sources over a considerable period of time about the job that WCPO does competing with other Cincinnati stations."

"It seems that every place I go in the East I hear what a terrific job WCPO is doing in Cincinnati, do take yourself a bouquet. If you don't mind, will you give me the benefit of your thoughts and experience."

"Knowing what a splendid record WCPO has made in Cincinnati in reaching the people, we are trying the same program formula in our city."

"I would appreciate it very much if you would drop me a line as to the policy you pursue in getting your high WCPO rating."

"---expect to come to Cincinnati, specifically for the pleasure and profit of observing your operation at WCPO."

"---Would like to come out to Cincinnati for a couple of days to observe at first hand some of the operation of WCPO AS A GUIDE to aid us in our attempt to build greater audience."

"May we come to Cincinnati to observe and profit by your successful experience?"

C. E. HOOPER Cincinnati Audience Measurements — Percentage of Listeners — Oct. 1942 thru Feb. 1943

	"A"	%	"B"	"C"	"D"	"E"
MORNING INDEX MON. THRU FRI. 8:00 - 12:00 A.M.	38.2	WCPO 26.1	13.3	12.3	9.9	
AFTERNOON INDEX MON. THRU FRI. 12:00 - 6:00 P.M.	41.3	WCPO 30.1	9.2	8.3	11.1	
EVENING INDEX SUN. THRU SAT. 6:00 - 10:30 P.M.	50.8	WCPO 10.7	8.6	20.4	9.2	

Now More Than Ever the Talk of the Agencies

WCPO CINCINNATI'S NEWS STATION

A Volcano is Born!

AT PARANGARICUTIRO

A small Mexican town! with a "big" name!

WE HANDLE

85% of the money spent in Mexico in radio advertising.
90% of the recorded programs produced in Mexico.
90% of the telephone hook-ups.
70% of the spot announcements.

OTHER BIG THINGS ARE

- The market of Mexico with it's twenty million buyers.
- Our network with seventy affiliated radio stations headed by NBC's outlet (XEW) and CBS' (XEQ) which guarantees a perfect nation-wide coverage.

RADIO PROGRAMAS DE MEXICO

LARGEST LATIN AMERICAN BROADCASTING SYSTEM

P.O.BOX 1324 MEXICO, D.F.

EMILIO AZCARRAGA *Pres.* CLEMENTE SERNA MARTINEZ *Mgr.*

XUM

BROADCASTING
and
Broadcast Advertising

Published Weekly by
BROADCASTING
PUBLICATIONS, Inc.

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Executive, Editorial And Advertising Offices
National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager • BERNARD PLATT, Circulation Manager
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San Francisco, Mills Building • Los Angeles, Western Pacific Building
HENRY S. LIEBSCHUTZ, Art Director

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Remember?

MORE THAN two years ago—on March 20, 1941—the FCC issued its celebrated order calling for an "immediate investigation" to determine policy on newspaper ownership of broadcast stations. There was great commotion. Hearings were held over an eight-month period from July 1941, until February 1942. Since then not a wheel has turned.

This week, the Newspaper Radio Committee, organized by newspaper-owned stations in self-defense after announcement of Order No. 79, holds its third annual meeting in New York in conjunction with the convention of the American Newspaper Publishers Assn. As far as the record goes it can report only that the FCC's investigation was "recessed" on Feb. 6, 1942, subject to call. The investigation record is still open. Beyond that it can observe that FCC Chairman James Lawrence Fly, spearhead of the newspaper divorcement proceedings, recently commented he thought nothing would be done until after the war, and that newspaper ownership "tends to be an academic question right now".

That is the state of the "immediate investigation" ordered by a majority of the FCC. There are still numerous applications from newspaper-owned or affiliated companies in the Commission's "pending" files—aside from those withdrawn following the war-dictated equipment freeze order. The whole question of policy is in suspended animation.

It is estimated that upwards of $300,000 has been spent in the proceedings to date. The record covers 3,500 pages of testimony and 407 exhibits. There were 24 hearing days during which 52 witnesses appeared, 42 of them for the Government, at taxpayer's expense. And the record still languishes before the FCC.

On Dec. 31, 1941, the Newspaper Radio Committee formally petitioned the FCC to adjourn the investigation for the war's duration. On Jan. 21, 1942, the Commission formally announced denial of the petition, and held that the war effort would be aided, not hindered, by completion of the investigation.

Then why hasn't the Commission completed the inquiry? Mr. Fly feels now that nothing should be done until after the war—yet the last formal action of the FCC was denial of the petition of Harold V. Hough, as chairman of the Newspaper Radio Committee, for precisely such a ruling.

We do not regard this as a case of letting well enough alone. The FCC staff isn't overburdened these days. We think the FCC is duty-bound to terminate the investigation. If the conclusion is to end the inquiry for the duration (and six months thereafter) then FCC should so state in a formal opinion. If it concludes that the policy question should be decided, then the hearing record should be closed and a decision reached. Based on the Constitution, the statutes, legal precedent and the record, it is evident the question can be decided only in one way.

As it stands now the inquiry is just another travesty in Government administrative procedure.

One Horse—One Rabbit

SOMETHING NEW in the line of labor decisions appeared last week when a U. S. Conciliation Service arbiter in Los Angeles discovered that "work of all radio technicians is substantially the same, regardless of the power of the station." On that thesis, the arbiter ruled that an IBEW local at KPAS, Pasadena, was entitled to a scale equal to the highest paid by any other station in the area.

Needless to say, the decision has been widely protested, among the first to respond being NAB's labor relations director, Joseph L. Miller, who has asked leave to file a brief. As Mr. Miller points out, never before has a Government official or anyone else claimed that engineers in all stations performed the same work, and are therefore entitled to equal pay.

The arbiter's ruling will probably not be enforced for the present. It would have to be approved by the Regional War Labor Board, which only last Tuesday was deprived of authority to act in these so-called "inequity cases". But even if the WLB were to consider the ruling, it is hard to understand how such a novel line of thinking could stand in the light of definite instructions issued by the National WLB under the President's Wage Freeze of Oct. 3, 1942, stating bluntly that "wage differentials which are established and stabilized are normal to American industry and will not be disturbed by the Board."

Even though the present ruling may be stopped, the NAB Labor Director is right in filing his brief and putting the industry on the record as unalterably opposed to any determination that work in all stations is equal. The tasks and environments of the small station technician are far different from those of the large station technician, just as the duties of the neighborhood newspaper reporter are totally different from those of the metropolitan reporter.

This decision is based on faulty knowledge of the radio business on the part of the arbiter. This lack of knowledge might easily have resulted from some one's failure to offer at preliminary hearings a complete and competent presentation of the broadcasters' case. NAB should be able to accomplish this, so that a potentially dangerous social theory may be nipped before it can cause endless trouble for the little station operator.

Programmers' Program

THERE HAS never been a time in radio's meteoric history when resourceful, heads-up programming was more needed. Action of the NAB in establishing a program directors executive committee as a permanent and recognized unit of the overall trade association, therefore, is something to cheer about.

For some years there has been in all too many instances a barrier between the program and commercial departments of stations. Some feel it is a situation carried over from the newspaper industry, where the editorial and advertising departments continue an ancient and picturesque friction.

The cause, however, is more likely another of those Topsy developments which just growed. There was a time, as commercial broadcasting was becoming established, when the station manager and the sales manager performed all operations of selling, and programming as well. It was a quick step from a habit to a practice of ignoring the program department.

A salesman or manager got a client on the string and sold him whatever he thought was wisest and at the best price the traffic would bear. What was the value, then, of the program department? In time the sales manager became a program man, to the extent at least that he planned programs for accounts.

Today in many stations the program director, who should be the closest ally of the sales department, is instead consistently a long, dismal step behind. His best ideas are often looked upon with indifference by the sales force, unless one happens to coincide with the strategy already in the sales mind. The program director thus, in many cases is relegated to handle arrangements for non-salable special events.

Sales managers, through the NAB committee set up several years ago, have been successful in ironing out many problems which had beset them by exchanging ideas and by creating a consciousness of their problems in station ownership and management. The program committee, properly guided and encouraged, should be able to accomplish similar results. And, equally important, there should ensue a complete understanding between these two most important departments within a station.

To Harold Fair, veteran program director of WHO, Des Moines, goes a most responsible assignment. In becoming chairman of the new program directors executive committee, he breaks new ground. He is well-qualified for the task, however, with his excellent background as a musician, announcer, producer and salesman. Moreover, he has been trained by one of radio's young "old masters"—Joe Maland, WHO's vice-president and general manager.

We Pay Our Respects To —

CHARLES BERNARD BROWN

SOME of the many hundreds of radio station executives who heard Charles B. Brown, NBC's director of advertising and promotion, put on his one-man show during NBC's recent War Clinic tour of the country, were not surprised by his aplomb. Wise ones knew that the stage was Charley Brown's first amphitheatre of serious business and that as a youth, slightly more than 25 years ago in Canada, he had learned how to attract and hold an audience.

Those early days of spangles and spotlights are now far in the past, but he likes to recall their changing scenes and picturesque atmosphere.

For when Charley Brown was only 17, he toured Canada as part-owner of a vaudeville show of eight acts, one of which was top-billed as "Hall and Brown—America's Premier Barrel Jumpers." Not only did Charley thrill his audiences with acrobatic capers but as the co-author of the scripts and olio for the other acts in the show, his was also the job of rounding out an evening's entertainment.

With the coming of World War I, Charley turned his last stage somersault and enlisted in the Canadian army. He was sent overseas, where he saw heavy action on several fronts and was severely wounded at Lens. Invalided home, he decided to pass up the life of grease paint and one-night stands for a business career. He moved to the West Coast, studied at the Universities of California and San Francisco, took up sales work with the International Magazine Co. Followed several years successively with the Hodgkinson Film Co., Borden Sales Co., Westgate Metal Products Co., Chevrolet Motor Co., and Commercial Soap Co., always in sales.

From 1928 to 1938, he was sales promotion manager of Foster & Kleiser Co., West Coast outdoor advertising concern. As he says: "It was an easy transition from 'open-air' advertising to 'on-the-air' advertising."

While conducting billboard campaigns he found time in his spare hours to free lance as a radio script writer and actor. He wrote and produced his own programs on KFBK, Sacramento, and appeared frequently in their casts. Two of his serials were "Dorothy and Bert" and "Wisdom's Half Hour." Another of his opuses was a dramatic show titled "Uncle Henry's Will."

Three years of microphone training and writing experience led Charley to the National Broadcasting Company which he joined in 1938 as sales promotion manager for KPO-KGO, San Francisco. Hollywood (radio, not the films) called him a year later and he took over the promotion of sales for NBC's Western Division.

From the West Coast to Radio City was just a good barrel jump for the still agile Charley Brown. He made the leap in 1940 and became NBC's stations promotion manager, followed three months later by a move to the Red Network as promotion manager. In 1942, when Ken Dyke, NBC's director of advertising and promotion, left the network for a wartime assignment with the government, Charley assumed the Dyke portfolio, the position he now holds.

Away from the problems of advertising and promotion, Charley Brown finds his relaxation in writing occasional articles on sales, advertising, economics and literature. Two recent analytical essays: "Four Freedoms and 60 Seconds," and "Maybe It's Just Old-Fashioned Lumbago," the latter a humanized reply to critics of daytime serials, evoked wide comment from advertising and sales fraternities.

Before coming to Radio City, he lectured frequently on sales and advertising, appearing at Stanford U., U. of San Francisco and U. C. L. A.

His topics are not always concerned with sales and advertising. Recently he appeared before advertising clubs from San Francisco to Washington, D. C., where his talk on "Tomorrow Is Here" was received with enthusiasm by audience and press alike. His subject, dealing with post-war socio-economic problems and their solutions, includes the place advertising people can and must occupy in bringing about an orderly and permanent peace.

Charley Brown qualifies for the ranks of those who have no outstanding hobbies. The nearest he can come to a favorite pursuit is as a spectator at hockey games. When he watches the fast action on an ice rink he wishes he could stretch his legs and, just once more, get into the game as a player. Married to the former Rosalie De Hoff of Crestline, O., Charley lives in Manhattan.

Personal NOTES

JOHN ELMER, president of WCBM, Baltimore, and Mrs. Elmer have announced the marriage of their daughter, Bette Lee, to Ensign John Kearns Healy on April 18 at Towson, Md.

SAM NORRIS, sales manager of Amperex Electronics Products Co., leaves for a tour of midwest stations April 19 and will attend the NAB War Conference in Chicago, April 27-29.

BEVERLY BARNES, for two years on the staff of WLW, Cincinnati, has joined the sales promotion department of CBS Hollywood to handle West Coast exploitation.

LUCILLE MYRICK, sales promotion and merchandising assistant of WOAI, San Antonio, is engaged to Cpl. Meredith Peters, of the Observation Battalion station at Camp Bowie, Tex.

LEWIE V. GILPIN, radio information specialist in the Radio Branch of the Army's Bureau of Public Relations for the last 14 months, and before that a member of *Broadcasting's* Washington news staff, last week was inducted into the Army. It was his second induction, having been rejected on minor physical grounds on March 10, 1941, while on *Broadcasting's* staff.

W. DONALD ROBERTS, newly-appointed western sales manager of CBS (Broadcasting, March 8), took over his duties in Chicago last week. He will work with Leonard Erikson, who has been appointed CBS sales manager, for the next two months until Mr. Erikson transfers to New York.

HAROLD BISSON, NBC manager of promotion production, is undergoing treatment at Nassau Hospital, Mineola, N. Y., following a heart attack.

CHESTER J. LaROCHE, chairman of the Advertising Council, spoke April 14 before a luncheon-meeting of the sales promotion and advertising division of the Fashion Group in New York. His topic was "Is Fashion Advertising in on This War?"

Promotion Job at KMBC Goes to Ed P. Shurick

ED P. SHURICK has been named director of promotion and publicity of KMBC, Kansas City, Mo., replacing Frank Barhydt who is now with the OWI, Arthur B. Church, president of the station, made the announcement.

Shurick, who starts his new job April 21, has been sales and promotion manager of KLO, Ogden, Utah, and the Intermountain Network of Salt Lake City. For a four-year period he was national advertising manager of the *Standard Examiner*. He was active in radio work in the Twin Cities as radio director of Addison Lewis & Associates and as sales promotion manager of the Minneapolis Honeywell Regulator Co.

A. D. WILLARD Jr., general manager of WBT, Charlotte, N. C., has been chosen to head the membership drive by the YMCA. Mr. Willard was on the Washington YMCA board of directors at the time he was general manager of WTOP, Washington, before joining WBT last November.

ADM. LUKE McNAMEE, president of Mackay Radio & Telegraph Co., and Henry C. Roemer, vice-president and comptroller of Federal Telephone & Radio Corp., have been elected to the board of directors of International Telephone & Telegraph Corp.

GLADSTONE MURRAY, former general manager and director-general of broadcasting of the Canadian Broadcasting Corp., has opened offices as a public relations counsel in the Victory Bldg., Toronto.

GEORGE CHANCE, former salesman and announcer at KILO, Grand Forks, N. D., has joined the staff of KFBB, Great Falls., Mont., as salesman.

FINN HOLINGER, general manager of KDB, Santa Barbara, is the father of a baby boy.

WILLIAM A. BANKS, of the sales staff of WIP, Philadelphia, was elected president of the Lincoln Lodge of the B'nai Brith for 1943-44.

FLOYD MACK, news editor of WOR, New York, has joined the Overseas Branch of the OWI. Gerry Murray, of the editorial staff of *Printer's Ink*, joined the staff as copy editor April 15.

JAMES M. KENNEDY, a member of the local sales staff of WBAL, Baltimore, for eight years, has been appointed assistant salesmanager. Mr. Kennedy is a former newspaper man and a native Baltimorean.

FRANK R. McDONNELL, former national sales manager of KSFO, San Francisco, has joined KGO, San Francisco, as account executive, replacing Cliff Ogden, resigned. He was at one time with Radio Sales in New York and eastern sales manager for WBBM.

DON STALEY, account executive of KPO, San Francisco, has been commissioned an ensign in the navy and is scheduled to leave for active duty soon.

MILLER McCLINTOCK, president of Mutual, has been elected vice president of Bundles for America, group organized to help servicemen.

LLOYD FISHER, formerly with Lawrence Fertig & Co., New York, and Harry Michaels, New York, has joined the New York sales staff of Weed & Co., station representative.

THOMAS J. CLARK Jr., Chicago newspaper representative, will join the sales staff of the BLUE in Chicago April 15.

XUM

1ST
on the Dial
in Georgia!
590 KC.
WAGA
Atlanta
A FORT INDUSTRY STATION
5,000 WATTS
DAY & NIGHT
NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY

BEHIND the MIKE

MARTIN LANGWEILER, new to radio, has joined the promotion department of WFIL, Philadelphia, succeeding Lois Andrews, who resigned because of illness.

TONY WHEELER, announcer of WFIL, Philadelphia, has been promoted to night supervisor.

HERB NEWCOMB has resigned from the announcing staff of WCAU, Philadelphia, to go Hollywood for a screen test.

CARYL COLEMAN, producer of NBC, San Francisco, has been shifted to the network's Hollywood headquarters. He replaces Dave Elton who resigned to join Young & Rubicam, as producer of the NBC *Time to Smile*.

ED BLOODWORTH has been assigned as writer for Barton A. Stebbins Adv., Los Angeles agency, on the weekly quarter-hour dramatized *News Makers*, sponsored by Packard Bell Co., on 5 NBC Pacific stations.

EDWARD I. GRUSKIN, freelance writer, is co-author with Walter Gibson of *The Return of Nick Carter*, which appeared in radio form for the first time April 11 on Mutual. Mr. Gruskin also writes *Doc Savage*, half-hour adventure program heard weekly on WMCA, New York.

GEORGE BRANDENBURG, for 12 years editorial manager of the Chicago office of *Editor & Publisher*, on May 1 will join the Curtis Publishing Co., Philadelphia, as editorial promotion manager of the *Saturday Evening Post*.

BOB REYNOLDS, sports and news director of WEIM, Fitchburg, Mass., has been appointed chief announcer.

ROGER BAKER, who with Dick Bray broadcasts the Cincinnati Reds baseball games over WSAI, was the featured speaker at the Cincinnati Ad Club last week.

HELEN DYSER BURT, previously publicity director for KXA, Seattle, and a freelance writer, has joined the continuity staff of KGW-KEX, Portland, Oreg. John Lally, formerly of NBC Hollywood, has joined the staff as announcer.

HARRY M. HESS, Jr., former continuity writer of CBS and newswriter of United Press, has joined the continuity department of BLUE central division.

GORDON GRAY, formerly announcer of WCFL, Chicago, and WCKY, Cincinnati, will join WBBM, Chicago, April 26.

BASEBALL broadcasts for 1943 are signed for KXL, Portland, Ore., by Hal Wilson, the station's general manager, as (l to r) Rollie Truitt, baseball announcer, and Bill Klepper, manager of the Portland Beavers, look on. KXL will turn sustaining games over to OWI

MARGARET HALLIGAN, formerly in the BLUE continuity acceptance division, has been made a member of the networks script division.

JOHN PATRICK COSTELLO, NBC announcer, will receive an honorary Doctorate Degree from St. Bonaventure College at commencement exercises April 19, in recognition of his work on NBC's *The Catholic Hour*.

ALBERT MORGAN, former announcer of W75NY, FM station of Metropolitan Television Co., New York, and previously freelance script writer, has joined WABC, New York, as writer and producer.

GOULD CASSAL, for three and a half years general assistant to Bessie Beatty, women commentor on WOR, New York, reported for duty at Fort Dix, April 15.

JACK WILLIAMS, traffic manager of NBC's international division, on April 7 was inducted into the Army.

HERB SHELDON has been promoted from assistant production manager of WINS, New York, to production manager and program director.

HAROLD DAVIS has resigned as program director of WDAS, Philadelphia, to join the announcing staff of WCAU, Philadelphia.

DON PRYOR, San Francisco head of the CBS news division, news commentator, and before that with United Press in the Middle West, has been transferred to CBS New York news bureau. Replacing him in San Francisco is Philip Woodyat of the Overseas Branch of the OWI in San Francisco, formerly with CBS.

SGT. MERRITT (Bud) FINCH from WELI, New Haven, where he was commercial traffic manager, is announcer for the Fort Jackson, S. C. radio programs originating on WIS Columbia, S. C., and director of an orchestra that entertains at benefit shows sponsored by various service organizations. He is attached to the 100th Infantry Div. at Fort Jackson.

DOROTHY LEFFLER, former publicity director and assistant to the editor of Bobbs-Merrill Publishing Co., and recently assistant to the publicity director of the war production fund to conserve manpower, has joined the CBS press information department, assigned to the writing staff of the magazine division.

BRUCE BUELL, announcer of KFAC, Los Angeles, has resigned to join the Army.

CEDRIC FOSTER, Mutual commentator, has received the Order of the Memorial Cross from the National Legion of Greek War Veterans.

CHARLES HODGES, war editor of Transradio Press and professor of international politics at New York U. has started a weekly commentary on Mutual, titled *Memo for Tomorrow*.

EDITH BARISH has left WNYC, New York's municipal station, to join the production staff of WLIB, Brooklyn.

GRACE MARSHAL has left the publicity department of WJJD, Chicago, to join WEDC, Chicago, as film director.

WILLIAM B. RAY, NBC central division manager of news and special events, was inducted into Sigma Delta Chi, national honorary journalism fraternity, at recent initiation ceremonies in Chicago.

VAN PATRICK, sports director of WHBF, Rock Island, is visiting spring training camps of major league baseball clubs of the Cubs, White Sox, Browns, Cards, Indians, Tigers, Reds, assembling background for *Baseball Roundup*, a five-minute daily program broadcast throughout the baseball season by MBS from the studios of WHBF.

GILBERT PALTRIDGE, promotion and publicity director of KGO, San Francisco, has been appointed promotion-merchandising director of KFI-KECA, Los Angeles.

KYW

in BALTIMORE
and the Central Atlantic States
WBAL PROMOTION
is building more
and more listeners
for your programs
Edward Petry & Co., National Representative

"TODAY, IN BUSINESS AS IN LIVING, THE ESSENTIAL THINGS COME FIRST!"

A Match...and the New York Market

What's a match got to do with the New York market? The answer to that one is easy...

The American people know that a match is essential... or back they all go to raw meat and bundling!

And American business men know that advertising in the *right markets* is *essential*—particularly today... or back they all could go to pushcarts and the like!

New York is one of those *right* markets... and WEAF is the *essential* station... because WEAF, the key station of the NBC network, dominates this market... a market where 15,000,000 people (12% of the nation) spend 8 billion dollars yearly for retail merchandise alone—a market where WEAF's superior signal carries the finest programs on the air to every corner of this vast area.

WEAF...NEW YORK

One Of Eleven Stations in Eleven Essential Markets Represented by NBC Spot Sales

Eleven stations that broadcast the nation's most popular programs to 55% of the radio families in the United States (primary areas only)... eleven *essential* stations where the buying power is 34.2% greater than the average for the whole country.

Yes, eleven stations as essential to American business for the maintenance and growth of war and peacetime sales as a match is essential to the American people for the maintenance of their way of life.

WEAF • NEW YORK

WRC • Washington	KPO • San Francisco
WMAQ • Chicago	WBZ-A • Boston-Springfield
KDKA • Pittsburgh	WGY • Schenectady
WTAM • Cleveland	KYW • Philadelphia
KOA • Denver	WOWO-WGL • Fort Wayne

NBC SPOT SALES

One of a series on America's fastest-growing Victory Markets—New York City

WILLIAM SPIER, executive producer of CBS New York, has been shifted to the network's Hollywood studios.

BILL STROTHMAN, of KGVO, Missoula, Mont., resumes his announcing duties when Hal Moon on April 12 takes over the post of news editor which Strothman has been filling temporarily.

WILLIAM ELLIOTT, announcer at WICC, Bridgeport, Conn., before joining the Army, is now in OCS at Fort Monmouth, N. J. Pvt. Louis La Haye, announcer, is in the Air Forces at Lincoln, Neb. Lt. Lawrence Gruza, assistant news editor, is somewhere overseas.

JERRY SOESBEE, announcer of WPTF, Raleigh, N. C., is the father of a boy.

RAY GIRARDIN, production manager of WEEI, Boston, is accompanying the WAAC Caravan on its tour of New England in a recruiting drive. Mr. Girardin directs the William Wrigley Jr. Co. broacasts fed to CBS Monday through Friday 5:45 to 6:00.

Taylor Joins BLUE

HENRY J. TAYLOR, author, economist and business executive, has joined the list of BLUE news commentators and has been assigned the 10-minute period at 11:05 p.m. six times weekly on WJZ, New York outlet of the BLUE. A former war correspondent for North American Newspaper Alliance, Mr. Taylor is author of *Why Hitler's Treadmill Will Fool the World, Time Runs Out,* and *Men in Motion.*

HENRY DORF, formerly of WJWC, Chicago, and WIBC, Indianapolis, has joined the announcing staff of WCFL, Chicago.

CARL KENT, formerly of Akron stations, has joined KHJ, Hollywood, as announcer. He succeeds George Martin, commissioned an ensign in the Navy.

BRUCE MacDONALD, news writer of WIND, Chicago-Gary, has been appointed news editor, succeeding Robert Sabin, who has joined the news staff of BLUE Chicago.

DICK WEAVER, formerly of KROD, El Paso, has joined KOY, Phoenix, as writer and newscaster.

JIM FONDA, former Hollywood producer of Foote, Cone & Belding, now in the Army, has been assigned to the Special Services Division, radio section, in New York.

GRACE BYRNES, star of the five-weekly quarter-hour *Love Story Time,* sponsored by Tovrea Packing Co., on Arizona network stations, is the mother of a baby girl.

CHARLES A. BAILIE, for many years director of advertising research and publicity of KOMO-KJR, Seattle, has resigned to become public relations director of the Seattle Chamber of Commerce.

SANFORD H. DICKINSON has rejoined the announcing staff of WJJD, Chicago, after a year's absence at WMCA, New York, and WNAB, Bridgeport, Conn.

CHARLES ATCHISON, announcer of WSGN, Birmingham, before joining the Army Air Forces, is stationed at St. Petersburg, Fla.

LESTER VAIL, director of the NBC-Red Cross series *That They Might Live,* is directing the five-weekly serial *Just Plain Bill,* sponsored on NBC by Anacin Co. Vail replaces Arthur Hanna, who has had to give up some of his radio assignments.

FRANK GOSS, former announcer of CBS Hollywood, has been commissioned a first lieutenant in the Army Signal Corps and is now on special duty at Fighter Command School, Orlando, Fla.

REED CHAPMAN, formerly of CKWX, Vancouver, has returned to the station's announcing staff.

HOWARD CAINE, producer of CKOC, Hamilton, Ont., has joined the Royal Canadian Navy with the rank of sub-lieutenant.

RUSSELL AMBRUSTER, NBC producer, has left the network to join BBDO, New York as a program director. NBC programs handled by Mr. Ambruster included *Abie's Irish Rose.*

JOHN RHYS EVANS, factory representative of the Purex Corp. of Southgate, Cal., for the last nine years, has joined the staff of KOMO-KJR, Seattle, as publicity director in the research-advertising department.

DICK KEPLINGER, news and special events director of KOMO-KJR., Seattle, and Mary Lee Keplinger, the former Mary Lee Barnes, are parents of a baby girl. Mrs. Keplinger before her marriage was on the station's publicity staff.

Christian Science Monitor

Globe Shrinkers

WILLIAM EWING, correspondent for the *Honolulu Star Bulletin,* last week started a weekly series of commentaries on Mutual, Saturday, 6:15-6:30 p.m., speaking from KGMB, Honolulu.

FLOYD PATTEE, announcer, has been promoted to production director of WNBC, Hartford. Ralph D. Kanna, program director, has been made a member of the Civilian Air Patrol of Connecticut.

LEONARD VALENTA, succeeding Joe Corr, who entered the Navy, and Scott MacGregor, both new to radio, have joined the announcing staff of WDAS, Philadelphia.

ANNE MARIE EHLERS has resigned from the program department of WFIL, Philadelphia, to be married to Robert Sefcik, of Detroit, April 24 in that city.

WALTER O. MILES, formerly in the publicity department of MGM, has joined the Los Angeles staff of Paul H. Raymer Co., station representatives, as account executive, working under J. Leslie Fox, Southern California manager.

GUS HAGENAH, program and production director of SESAC, New York, is the father of a baby girl.

CBS Staff Changes

DONALD ARCHER has been transferred from the CBS sound effects department to network operations, where he serves as assistant director apprentice. Before joining CBS in December last year, Mr. Archer did writing and directing for WWDC, WINX and WTOP, Washington. Allan Jackson, formerly of WMC, Memphis, has joined the CBS newsroom as writer and newscaster, replacing Jane Dealy, resigned to take advantage of her Pulitzer traveling fellowship. She will go to Mexico for further studies.

NOW 5,000 WATTS

RAYMOND GRAM SWING • UPTON CLOSE

COMPLETE NEWS COVERAGE . . . LOCAL & NATIONAL . . . HITTING WITH

DOROTHY THOMPSON • PORTER • EARL GODWIN

118 NEWSCASTS EVERY WEEK . . . HOLDING THE ATTENTION OF THE

DREW PEARSON • BAUKHAGE • RAY CLAPPER

HOUSTON AUDIENCE . . . INFLUENCING BUYING HABITS 24 HOURS A DAY

JOHN W. VANDERCOOK • GABRIEL HEATER

KXYZ
HOUSTON
1320 KC BLUE, MUTUAL
• represented by The Branham Company

BUY BOTH! KXYZ AND KRIS, CORPUS CHRISTI — A MONEY-SAVING COMBINATION

HALIFAX, NOVA SCOTIA
Where more radio sets are located than any other centre of the Maritimes.
Halifax is served by the key station of the Maritimes
CHNS
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

5000 WATTS · 1330 KILOCYCLES
WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
ENGLISH • JEWISH • ITALIAN
The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.
HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York N

'Take It Easy' Attitude of Stations Is Decried by WHP Program Director

OFFERING a plan used successfully in Harrisburg for all-industry use, Dick Redmond, director of war programs, WHP, Harrisburg, decried the attitude of broadcasting toward the war effort in a recent communication to Neville Miller, NAB president. Mr. Redmond also asked for the creation of an organized plan of operation and a united front for radio in straightening out what he termed a "take it easy" attitude of broadcasters toward the war.

Pointing to the Office of War Information as a sort of innocent instrument through which stations have assumed an easy-going attitude, Mr. Redmond cited the OWI bulletin which said that the organization was dedicating itself to "reducing Government radio time on the air in order to avoid audience saturation."

Destructive Phrase

"That phrase," Mr. Redmond pointed out, "obviously issued with good intention, was one of the most destructive statements that could have been thrown at the industry. It shows a definite lack of forethought and foresight because buried away beneath its surface purpose is a dangerous possibility which is starting to show itself in many forms."

Mr. Redmond said the average station interpreted this to mean "there is too much war talk on the air" and that was the stop sign for many worthwhile activities which otherwise might be in operation today. Where ambition and interest still flourished, he said, the statement not only aroused resentment but undermined confidence in OWI.

Asserting that this is one thing OWI definitely should take steps to correct, Mr. Redmond said a guiding stimulation to encourage radio minds to think in terms of intelligent programming best suited to their own communities should be substituted and reinstated.

"A year ago I discussed plans with Government and radio leaders for proving locally what can be done nationally," he said. "The plan was given consideration but was regarded as being too ambitious. So without their help—and I might even say encouragement, we set out to prove our point."

Included in these proposals, he wrote, was the offering of WHP ideas and facilities to OWI with the suggestion that Harrisburg be used as a test area. OWI suggested in turn that WHP proceed and report the results.

"By the time we got around to realizing that OWI had lost interest we discovered that our listeners had gained interest and displayed that interest with great approval and enthusiasm," Mr. Redmond wrote.

Mr. Miller's office advised BROADCASTING that he believed the "OWI has done an excellent job." He added that he believed that the WHP plan should again be brought to the attention of the OWI, an admirable opportunity presenting itself at the OWI Round-table at the NAB War Conference in Chicago this month.

PRESIDENT'S office of the American Federation of Musicians in New York City will be moved May 1 to 570 Lexington Ave. New telephone number will be Plaza 8-0600.

WOW Adds News Service

CHICAGO DAILY News Foreign Service, used experimentally for several months at KFEL, Denver, is now offered to listeners of WOW, Omaha, announces John J. Gillin, Jr., the station's president and general manager. The service consists of about 10,000 words per day delivered by 11 a.m. on a leased wire to WOW's newsroom. WOW uses this new feature service to supplement its regular UP service.

Plaque for WOV

SELECTED by *Tune-In* Magazine as the first radio station to receive the publication's annual award for outstanding services, WOV, New York, last Saturday broadcast the presentation of the plaque by Carol Hughes, editor of *Tune-In*.

LEWIS ALLEN WEISS
VICE PRESIDENT AND
GENERAL MANAGER

DON LEE BROADCASTING SYSTEM
THE NATION'S GREATEST REGIONAL NETWORK
AFFILIATED WITH
MUTUAL BROADCASTING SYSTEM
5515 MELROSE AVENUE
HOLLYWOOD CALIFORNIA

February 26, 1943

Mr. Basil A. Caparell
International News Service
235 East 45th Street
New York, N. Y.

My dear Mr. Caparell:

Answering your letter of February 19, we are very happy to attest to the pleasant and satisfactory service that we have enjoyed continuously from INS during the past six years. Our news editors have always found your service to be comprehensive, timely, and all-inclusive and we are undoubtedly indebted to INS in a substantial way for the fact that our news broadcasts not only rate highest on the Pacific Coast, but are among the highest rated news broadcasts in the entire United States.

In view of the foregoing facts, we look forward with distinct pleasure to a continuation of our very satisfactory relationship with your organization for a great many years to come.

With every good wish for your continued and well deserved success, I am,

Very cordially yours,

Lewis Allen Weiss

32 PRIMARY STATIONS IN THE 32 PRIMARY PACIFIC COAST MARKETS

MORE THAN 9 OUT OF EVERY 10 RADIO HOMES ON THE PACIFIC COAST ARE WITHIN 25 MILES OF A DON LEE STATION

Thank you, Mr. Weiss

INS

NOTE TO TIME BUYERS!

30,000 population increase since 1940 . . . 23,000 highly paid skilled workers . . . 50,000 officers and men in six military centers.

NBC
BLUE, TOO

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLS, Chicago

Carter Products Inc., New York (liver pills), 14 *sa* weekly, thru Ted Bates, Inc., N. Y.
Lever Bros., Cambridge, Mass. (Vimms), 17 *sa* weekly, thru BBDO, N. Y.
Feminine Products, New York (Arrid deodorant), 5 *sa* weekly, thru Small & Seiffer, N. Y.
Ex-Lax Inc., Brooklyn, 9 *sa* weekly, thru Joseph Katz Co., N. Y.
Manhattan Soap Co., N. Y., 5 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Good & Reese, Springfield, O. (nursery), 3 *sa* weekly, thru Leo Boulette Agency, Three Rivers, Mich.
Procter & Gamble Co., Cincinnati (Ivory Flakes), 3 *sa* weekly, thru Compton Adv., N. Y.
Pillsbury Flour Mills, Minneapolis, 5 *sa* weekly, thru McCann-Erickson, Chicago.
Chick Bed Co., Cedar Falls, Ia. (poultry house floor covering), 6 *sa* weekly, thru W. D. Lyon Co., Cedar Rapids, Ia.
Ball Bros. Co., Muncie, Ind. (canning jars), 3 *sa* weekly, thru Applegate Adv. Agency, Muncie, Ind.
Crow's Hybrid Corn Co., Milford, Ill. (seeds), 3 *sa* weekly, thru Critchfield & Co., Chicago.
Illinois Bell Tlephone Co., Chicago, 6 *sa* weekly, thru N. W. Ayer & Sons, N. Y.
Vio Bin Corp., Monticello, Ill. (cattle remedies), 3 *sa* weekly, thru Rogers & Smith, Chicago.

WNEW, New York

Miles Shoes, New York, 7 *sp* weekly, 52 weeks, thru Grey Adv., N. Y.
General Baking Co., New York (Bond bread), 11 *ta* weekly, 52 weeks, thru BBDO, N. Y.
Denver Chemical Co., Denver (antiphlogistine), 7 *sp* weekly, thru Badger, Browning & Hersey, N. Y.

WQXR, New York

Bloomingdale's Department Store, New York, 3 *sp* weekly, 52 weeks, direct.
Gruen Watch Co., New York, 120 *sa* weekly, 52 weeks, thru McCann-Erickson, N. Y.
General Baking Co., New York (Bond bread), *sa*, 52 weeks, thru BBDO, N. Y.
Franklin Simon & Co., New York (department store), *sa*, thru Hirshon-Garfield, N. Y.
Esquire Inc., Chicago (*Coronet*), *sa*, thru Schwimmer & Scott, Chicago
Metropolitan Certified Milk Producers Assn., New York, *sp*, weekly, thru Clements Co., Philadelphia.

WHN, New York

Charm Kurl Co., St. Paul (permanent wave kit), *sa*, 13 weeks, thru Guenther-Bradford & Co., Chicago.
General Baking Co., New York (Bond bread), *sa*, 51 weeks, thru BBDO, N. Y.
Kenmore Publishing Co., New York (*Test Instruction Book for Servicemen*), *sa*, *ne*, *sp*, 52 weeks, thru Huber Hoge & Sons, N. Y.
Lever Bros., Cambridge (Rinso), *sa*, *ta*, 4 weeks, thru Ruthrauff & Ryan, N. Y.
Adler's Shoe Store (men's shoes), 14 *ne* weekly, 29 weeks, thru Consolidated Adv., N. Y.
Jacob Ruppert Brewery, New York (beer, ale), *sa*, 4 weeks, thru Ruthrauff & Ryan, N. Y.
I. J. Fox, New York (furs), *ta*, 6 weeks, thru Lew Kashuk Adv., N. Y.
Wm. H. Wise & Co., New York (World's Greatest Books), *sa*, 7 *ne*, 21 *sp* weekly, thru Huber Hoge & Sons, N. Y.

WEAF, New York

Grove Labs., St. Louis (Bromo-Quinine, Vitamins), 3 *ne* weekly, 52 weeks, thru Russel M. Seeds Co., Chicago.
Lever Bros., Cambridge (Rinso), 10 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

KPO, San Francisco

Fisher Flouring Mills Co., Seattle (Zoom, cereal), *sp* weekly, thru Pacific National Adv. Co., Seattle, Wash.
Rosefield Packing Corp., Alameda, Cal. (Skippy peanut butter), *t* weekly, thru Sidney Garfinkel Adv. Agency, San Francisco.
New Century Beverage Co., San Francisco (Belfast sparkling water), *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Rohm & Haas Co., Philadelphia (Lethane insecticide), 2 *sa* weekly, thru Newell Emmett Co., New York.
Associated Labs., Long Island City, N. Y. (Kelpamalt & Blondex), 3 *sa* weekly, thru Grady & Wagner Co., N. Y.
Kelite Products, Hollywood (Kenu household cleaner), 5 *sa* weekly, thru Little & Co., Los Angeles.
Brown & Williamson Tobacco Corp., Louisville, Ky. (Avalon cigarettes), 6 *ne* weekly, thru Russel M. Seeds Co., Chicago.

WLIB, Brooklyn

Twentieth Century-Fox Film Corp., New York ("Desert Victory"), 26 *sa*, thru Kayton-Spiero, N. Y.
DeLong Insulation Co., New York (Rock Wool insulation), 18 *sa*, 4 weeks, thru Moss Assoc., N. Y.
Neoderm Health Institute, New York, 7 *sa* weekly, thru Moss Assoc., N. Y.
Ward Baking Co., New York, 21 *ta* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Pepsi-Cola Co., Long Island City, 42 *ta* weekly, 13 weeks, thru Newell-Emmett Co., New York.
Barney's Clothes, New York (men's store), 15 *sp*, 21 *ta* weekly, thru Emil Mogul Co., New York.

KGO, San Francisco

Columbia Pictures Corp., Hollywood, 7 *ne* weekly, thru Weiss & Geller Inc., Los Angeles.
Shasta Water Co., San Francisco (carbonated beverages), *ne* weekly, thru Brisacher, Davis & Van Norden, San Francisco.
Curtis Publishing Co., Philadelphia (Saturday Evepost), 7 *sa* weekly, thru MacFarland Aveyard & Co., Chicago.
National Lead Co., San Francisco (Dutch Boy paints), 7 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.
California Conserving Co., San Francisco (cucumber seeds), *sp* weekly, thru Brisacher, Davis & Van Norden, San Francisco.
Ridi Labs., San Francisco (Ridi), 2 *sp* weekly, thru Rhoades & Davis, San Francisco.

WOR, New York

Larus & Brother Co., Richmond (Edgeworth Tobacco, Chelsea and Domino Cigarettes), 3 *sa* weekly, 39 weeks, thru Warwick & Legler, N. Y.
Indian River Canners, Inc., Indian River, Fla. (Ind-Rio Brand Indian River Grapefruit Juice), 5 *sa* weekly, 13 weeks, thru Samuel C. Croot Inc., N. Y.
P. Duff & Sons, Pittsburgh (Duff's Mixes for baking), 5 *sa* weekly, 13 weeks, thru W. Earl Bothwell Adv., Pittsburgh.
Pepsi-Cola Co., Long Island City, 15 *ta* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.
John Opitz Inc., L. I. City (J-O insect powder), weekly *sp*, 26 weeks, thru Tracy Kent & Co., N. Y.
Chef Boiardi Quality Food Products Inc., Milton, Pa. (Chef Boy-Ar-Dee Spaghetti Dinner), 5 *sa* weekly, 13 weeks, thru McJunkin Adv., Chicago.

KECA, Los Angeles

Omega Shoe Polish Co., Los Angeles, 7 *sa* weekly, 13 weeks, thru John Riordan Co., Los Angeles.
Westland Life Insurance Co., Los Angeles, 6 *t*, 2 *ne* weekly, 13 weeks, thru Ned J. Newman Adv., Los Angeles.
Federal Life & Casualty Insurance Co., Los Angeles, 3 *ne* weekly, 52 weeks, thru Donald A. Rose, Beverly Hills, Cal.
Golden Age Corp., Los Angeles (macaroni), 28 *sa* weekly, 26 weeks, thru Brisacher, Davis & Van Norden, Los Angeles.

WJZ, New York

Phillips Packing Co., Cambridge, Mass. (Phillips soups), 3 *sa* weekly, 52 weeks, thru Aitkin-Kynett Co., Philadelphia.
Spool Cotton Co., New York (*Encyclopedia of Modern Sewing*), 2 *sa* weekly, 3 weeks, thru Kenyon & Eckhardt, N. Y.
Norwich Pharmacal Co., Norwich (Pepto-Bismol), N. Y., 5 *sp* weekly, thru Lawrence C. Gumbinner Adv., N. Y.

KFI, Los Angeles

Golden Age Corp., Los Angeles (macaroni), 7 *sa* weekly, 13 weeks, thru Brisacher, Davis & Van Norden, Los Angeles.
Swift & Co., Chicago (All-Sweet margarine), 3 *sp* weekly, 52 weeks, thru J. Walter Thompson Co., Chicago.
American Chicle Co., Long Island City (Beeman's pepsin gum), 7 *sa* weekly, 8 weeks, thru Grant Adv., N. Y.
Ludens, Reading, Pa. (cough drops), 4 *sa* weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.
Fisher Flouring Mills Co., Seattle (Zooms), 3 *sa* weekly, 2 weeks, thru Pacific National Adv. Agency, Seattle.

Green Praises NBC

TRIBUTE was paid to NBC last week by William Green, president of the American Federation of Labor and a member of the NBC Advisory Council, speaking on the broadcast of the network's *Labor For Victory* program which marked the end of the series' first year on the air. Mr. Green expressed American workers' appreciation of NBC cooperation in making it possible to "tell America of the contributions of labor through that great medium of free expression, American radio, and specifically, NBC.

Fulton Lewis on WOR

FULTON LEWIS jr., Mutual Washington correspondent, this week adds WOR, New York, to his Mutual news series, heard Monday through Friday, 7-7:15 p.m. Lewis was heard on WOR a number of years ago, but his New York outlet has been WHN for the past few years. He will go off that station shortly, at the expiration of his contract. Stan Lomax, WOR sportscaster, moves to the 6:45 p.m. period Monday through Saturday.

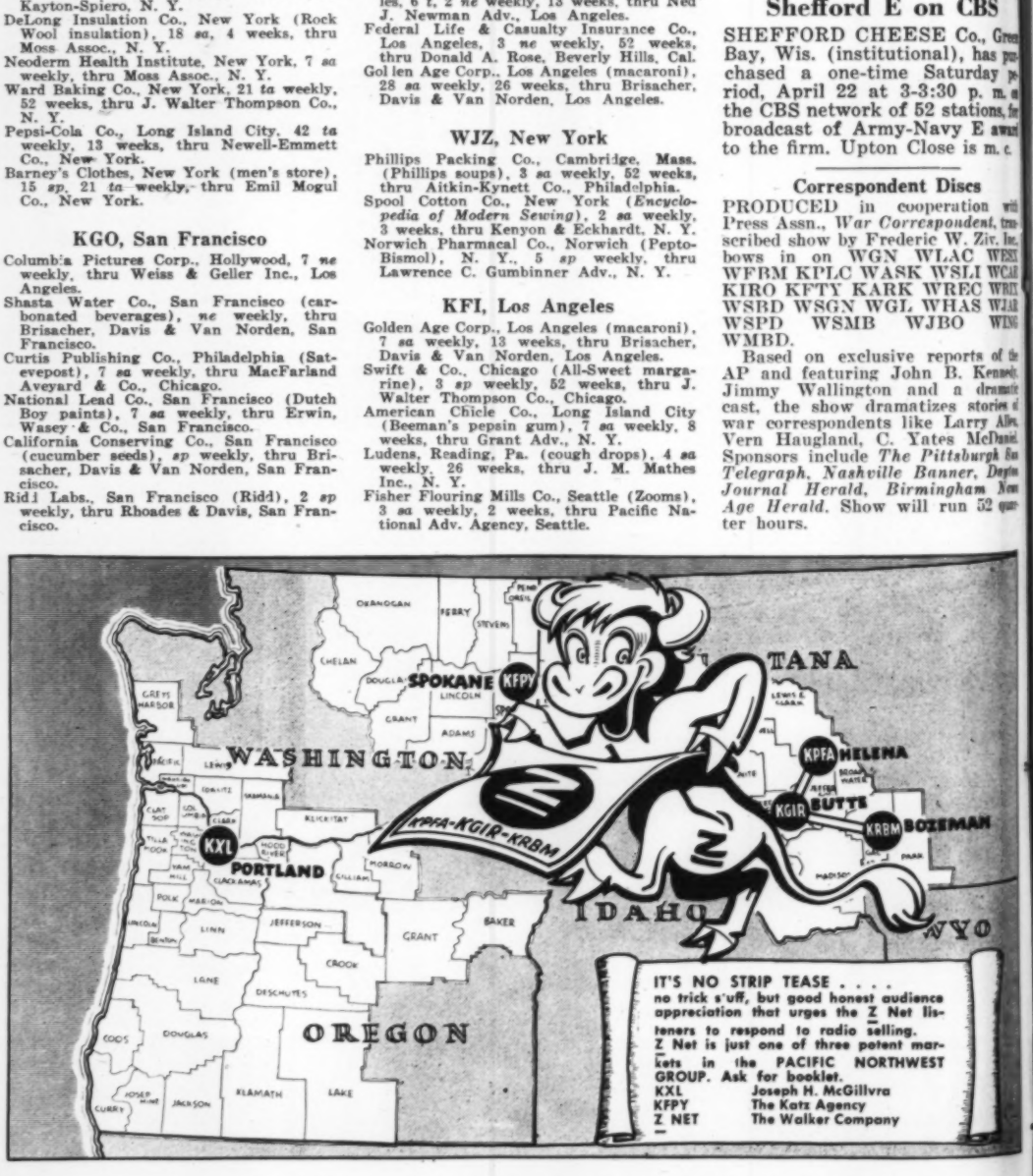
Shefford E on CBS

SHEFFORD CHEESE Co., Green Bay, Wis. (institutional), has purchased a one-time Saturday period, April 22 at 3-3:30 p. m. on the CBS network of 52 stations, for broadcast of Army-Navy E award to the firm. Upton Close is m. c.

Correspondent Discs

PRODUCED in cooperation with Press Assn., *War Correspondent*, transcribed show by Frederic W. Ziv, Inc., bows in on WGN WLAC WEEI WFBM KPLC WASK WSLI WCAE KIRO KFTY KARK WREC WBIR WSBD WSGN WGL WHAS WJAR WSPD WSMB WJBO WING WMBD.

Based on exclusive reports of the AP and featuring John B. Kennedy, Jimmy Wallington and a dramatic cast, the show dramatizes stories of war correspondents like Larry Allen, Vern Haugland, C. Yates McDaniel. Sponsors include *The Pittsburgh Sun Telegraph*, *Nashville Banner*, *Dayton Journal Herald*, *Birmingham News Age Herald*. Show will run 52 quarter hours.



Radio Advertisers

ADAMS CLOTHES, Philadelphia (men's clothing), has taken local sponsorship on WFIL, Philadelphia, for *Counter Spy*, the new BLUE network weekly drama. Started April 5, the local sponsorship will continue indefinitely. John Surrick, sales manager of WFIL, signed the firm for the account. Agency is H. M. Dittman, Philadelphia.

VIC ORSATTI, Philadelphia distributor for Rheingold Beer, the first local beer distributor to use radio, started a quarter-hour nightly program April 12 on WFIL, Philadelphia, titled *The Mellow Melody Program*, featuring Gloria French, vocalist, with Rose Gallo at the organ. Placed by Charles Borrelli Agency, Philadelphia.

GENERAL BAKING Co., New York (Bond bread), has renewed for the fourth consecutive year the nightly Jewish-language news commentaries of Nathan Fleisher on WDAS, Philadelphia. Agency is Ivey & Ellington, Philadelphia.

WARREN S. WARNER, former assistant sales manager of National Biscuit Co., New York, has been appointed sales manager of the company, according to F. K. Montgomery, vice-president in charge of sales and advertising. Urban A. Kreidler, former sales manager, will be Mr. Montgomery's assistant.

CAPWELL, SULLIVAN AND FURTH, Oakland, Cal. (department store) recently started *Five O'Clock Final* with newscaster Douglas Gourlay, on KPO, San Francisco, three times weekly.

RAINER BREWING Co., San Francisco, on April 18 started sponsorship of all games played by the San Francisco "Seals" in the Pacific Coast Baseball League. Home games will be described by Jack MacDonald and Carroll Hansen, while out-of-town games will be re-created by the sportscasters. Agency handling the account is Buchanan & Co., Los Angeles.

GROVE LABORATORIES, St. Louis (Grove's vitamins), on March 27 renewed for 52 weeks Robert Fasson, news commentator, weekly on KPO, San Francisco. Agency is J. Walter Thompson Co., Chicago.

WESTLAND LIFE INS. Co., Los Angeles, is sponsoring the daily quarter-hour program, *Time Clock*, as well as twice weekly the 15-minute commentary, *Between the Lines*, on KECA, that city. Contracts are for 13 weeks, started March 29. N. J. Newman Adv., Los Angeles, has the account.

Successful Test

RESPONSE to a test radio appeal for truck drivers broke through the manpower shortage recently when the American Trucking Associations sponsored a call for driver applicants, broadcast seven times daily on WINX, Washington. The messages told how the men behind the wheels do war jobs as essential as those in war plants. So many applicants responded that the appeal was changed to include applications for freight checkers and truck helpers.

VALLEY NATIONAL BANK, Arizona (investments), is sponsoring a six-weekly quarter-hour morning newscast, *Let's Look at the Headlines*, with Edwin McClough, on three Arizona stations (KOY KTUC KSUN). Contract is for 52 weeks. Advertising Counselors, Phoenix, has the account.

GOLDEN AGE Corp., Los Angeles (macaroni), on April 25 starts for 13 weeks using daily announcements on KFI, that city. Firm also continues its four spots per day on KECA. Agency is Brisacher, Davis & Van Norden, Los Angeles.

FEDERAL LIFE & CASUALTY Insurance Co., Beverly Hills, Cal., on a 52-week contract which started April 1 is sponsoring 11 quarter-hour newscasts per week on KECA, Los Angeles. Firm has tripled its radio advertising appropriation for April, May and June, and is also sponsoring 36 quarter-hour newscasts weekly on KMTR; 14 per week on KFWB; with 5 a week on KPAS. A twice-weekly quarter-hour commentary is scheduled on KFI starting in late April. Don A. Rose, Beverly Hills, has the account.

AMERICAN PARACHUTE school, Los Angeles (training for riggers), in a 30-day test campaign is using a heavy schedule of announcements on KFVD KMPC KRKD and KHJ. Agency is the Mayers Co., Los Angeles.

DOUGLAS AIRCRAFT Co., Santa Monica, Cal., is using a series of 35 transcribed five-minute instructive announcements per week on KFI KNX KHJ KMPC. Featured are Art Baker and Bill Hay. Agency is the Essig Co., Los Angeles.

INDEPENDENT DRUGGISTS of California, San Francisco, in an institutional campaign, on May 1 starts a daily five-minute transcribed program on KYA and KSAN, that city. Contracts are for 13 weeks. Group now sponsors a five-weekly quarter-hour morning newscast on KFWB, Hollywood. Agency is W. J. Jeffries Co., Los Angeles.

CALIFORNIA COVERAGE

FIRST IN FRESNO!
HOOPER STATION LISTENING INDEX
AFTERNOON LISTENING
Mid-Winter, 1943

KMJ	"B"	"C"	"D"	Others
57.2	21.8	15.7	3.7	1.6

12:00 N. - 6:00 P.M.—Mon. thru Fri.

NBC KMJ BASIC
5000 WATTS on 580 Kc.

THE McCLATCHY GROUP

...the "Crack" of a Baseball Bat in His Voice!

...the excitement of hoofs thundering at Goshen and Saratoga!

In Troy, Albany, Schenectady, FIVE STAR FINAL means just two things—Fitzgerald's Brews and ROY SHUDT, ace sports commentator of WTRY. *He's a sizzling streak of verbal lightning who sets nerves atingle and buying imaginations on fire.* There's the "crack" of a baseball bat in his voice, the excitement of hoofs thundering at Goshen and Saratoga, the breathless suspense of a rolling putt!

Roy knows the power of the human voice—he was trained for courtroom pleadings at Albany Law School. But baseball, basketball and track were in his blood from high school days. He turned to his old love, the sports pages—wrote a sports column for 13 years until we brought him to WTRY. Fitzgerald Bros. Brewing Company of Troy snapped up his 6:15 FIVE STAR FINAL. Fans of baseball, basketball, bowling, golf and harness racing took him as their own. But that's the usual thing with WTRY's top-flight talent, the reason why WTRY's local and Blue Network shows are the sales leaders in the Tri-City area.

980 Kc in the center of the dial...
WTRY
TROY, N. Y.
Covering TROY, ALBANY, SCHENECTADY
1000 WATTS
H. C. Wilder, Pres. Represented by Raymer
Only BLUE Network Station Covering Eastern New York

VITROPHANE Corp., Brooklyn (decorating paper), has started announcements on a number of Canadian stations. Account is handled by Rubin & Lesser Adv., New York.

CANADIAN GOVT., Dept. of Finance, National War Finance Committee, Ottawa (Fourth Victory Loan), on April 12 started for five weeks weekly transcribed half-hour drama *This Is War* on 20 Canadian stations. Account was placed by Advertising Agencies of Canada. War Finance Group, Toronto.

DOWNTOWN BUSINESS MEN'S Assn., Los Angeles (retail stores), in a one-week pre-Easter campaign ended April 18 used 50 announcements on 6 Southern California stations, KNX KFI KECA KFWB KMPC KFAC. Placement was through Mays & Bennett Adv., Los Angeles.

ASSOCIATED TEXTILES of Canada, Montreal, has started a weekly wartime program *New Women* on CBF and CBM, Montreal. Account was placed direct.

CONSOLIDATED MINING & SMELTING Co. of Canada, Trail, B. C. (company store), has started *Service Diary*, weekly interviews with airmen, soldiers and sailors home on leave, on CJAT, Trail, B. C. Account was placed by A. McKim, Vancouver.

RICHARD M. COMPTON, who joined Quaker Oats Co., Chicago, last January, has been appointed manager of Quaker Puffed Grains advertising.

FIBBER McGEE & MOLLY, NBC comedy team, last week began their ninth year for the same sponsor—S. C. Johnson & Son, Racine, Wis. Agency is Needham, Louis & Brorby, Chicago.

Song Index Enlarged

IN ADDITION to the Audience Coverage Index figures showing the relative standings of popular musical compositions as measured by their network broadcasts, the weekly reports issued by the Office of Research—Radio Division, New York, now show Audience Trend Indices, an average of the ACI's current week and the two preceding weeks. The ATI, says the Office of Research, "is a better index of trend in the general popularity of a song than is the ACI alone because of the time lag in sheet and record sales. Radio popularity usually anticipates consumer demand and general popularity of songs."

SESAC Service

TO ASSIST stations, agencies, transcription companies and other users of SESAC music in their selection of the music published by the 140 SESAC affiliated publishers, SESAC has created a program service department under the direction of Gus Hagenah. Mr. Hagenah will work out programming problems with production executives, musical directors and artists, and will advise them on their music needs.

ONE MAN'S FAMILY, written and produced by Carlton E. Morse and sponsored by Standard Brands (Fleishmann's yeast), on NBC Sunday, 7-7:30 p.m. (EWT), with broadcast of April 11 started its 12th year.

NOT CITY FATHERS but instrumental none-the-less in success of the weekly CBS Pabst *Blue Ribbon Town*, is this agency-sponsor-talent quartet. Series started for 26 weeks on March 27 (Saturdays, 10:15-10:45 p.m. EWT). Pabst Brewing Co. is sponsor. Jovial group (l to r) are Groucho Marx, star of the series; Philip G. Gregory and E. L. Morris, West Coast sales manager and vice-president in charge of sales, respectively, of Pabst; Henry Legler, vice-president of Warwick & Legler Inc., New York agency servicing the account, and Dick Mack, agency's Hollywood director.

Grant Advertising Opens New Rio Branch Office

OPENING of a Rio de Janeiro branch of Grant Advertising, S. A., a subsidiary of Grant Advertising, Chicago, has been announced by Will C. Grant, president. Arrangements for the new office were completed by David Echols, who is in charge of Grant Latin American operations, with headquarters in Mexico City, and who, with L. G. (Bucky) Harris has just returned to Mexico City after a tour of South American cities.

Chester Hendry, executive vice-president of the Mexico City office, who has been serving in Washington as executive secretary of the Inter-American Development Commission, will be in charge of the Rio office. Assisting Mr. Hendry will be account executives Antonio Rojas, formerly in the Mexico City office and before that in charge of foreign broadcasts at WLWO, Cincinnati, and John C. Vianna. Juan De Faros has been appointed radio director. The opening of the Grant Rio office is part of hte Grant expansion plan ot establish offices in major Latin American cities.

Two Join Biow

WILBUR SELDEN TODMAN has left the CBS program department to join Biow Co., New York, where he will work under Bernard Prockter, radio time buyer. His present assignment is production on the P & G Lava and Teel accounts. Harry Spears, audio supervisor for CBS on the West Coast, has joined the Hollywood branch of Biow as radio director of *Johnny Presents Ginny Simms*, CBS program sponsored by Philip Morris & Co., New York. He replaces Myron Dutton.

NBC Summer Symphony

NBC's Summer Symphony Orchestra starts its annual series of concerts April 18, with Dr. Frank Black, NBC general music director, as conductor. In previous years different conductors have been assigned to each broadcast.

Agencies

FOLLOWING the dissolution of Ellis St. Assoc., New York, 12 members of the agency have gone over to Pettingell & Fenton, New York. Herne Titus, president and treasurer of the defunct firm, has been placed in charge of creative planning at Pettingell & Fenton. Other members of Mr. Titus' former agency and their new positions at P & F include: Martin Maslin, promotion and publicity; Courtnay Marvin, Eileen Nolan and Mary Keller, copy staff; Milton Robertson, radio scripts, and Tom Sokol, production staff.

MARVIN MANN has resumed his position as account executive of Weiss & Geller, Chicago after an honorable discharge from the Army Air Forces, which he joined as a lieutenant last July. He will service the Selby Shoe Co., College Inn Food Products, and Wrigley car card.

HARRY G. OMMERLE will resign from the radio department of William Morris Agency, New York, in mid-May, to join Ruthrauff & Ryan, New York, as account executive and vice president. He has been with Morris for the last six years.

FRANK PALMER, formerly of the media department of Benton & Bowles, New York, has returned to the agency as spot time buyer.

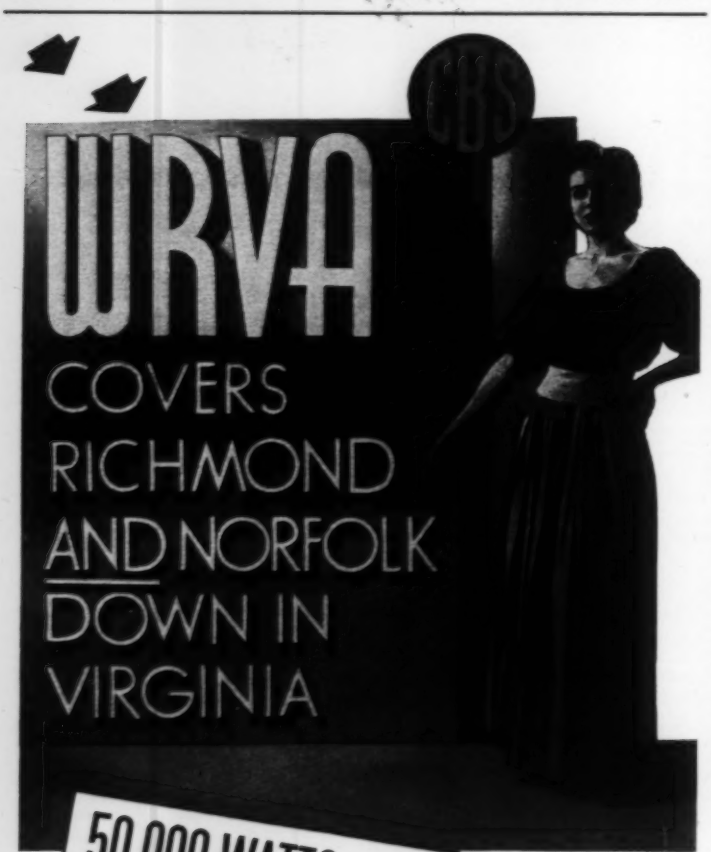
BERNE ABELEW, former copy writer of the United Adv. Cos., Chicago, has joined Stanley Pflaum Assoc., Chicago.

JULIAN G. POLLOCK, president of the Julian G. Pollock Adv. Agency, Philadelphia, and Janet Lehman, of Dayton, O., stationed in Philadelphia as a U. S. Navy auditor, are to be married on May 26.

ERWIN D. SWANN, vice-president of Foote, Cone & Belding, has been placed in charge of copy and art in the agency's New York office.

HARRY SPEARS, audio supervisor of CBS, Hollywood, has joined The Biow Co., that city, as writer-producer of the weekly NBC *Johnny Presents Ginny Sims*, sponsored by Philip Morris & Co. He succeeds Myron Dutton, resigned.

ROBERT J. DAVIS, vice-president of Brisacher, Davis & Van Norden, Los Angeles, is conferring with agency clients in New York and Chicago.



PAUL H. RAYMER CO., National Sales Representative

HERBERT S. WETZLER, former freelance merchandiser, advertising and radio script writer, has joined Brisacher, Davis & Van Norden, Los Angeles agency, as plan executive.

VERNON DAVIS, formerly in charge of sales promotion for Royal Farms Dairy, Los Angeles, has joined The Mayers Co., that city, as copywriter and assistant to Dean L. Simmons, radio director.

HASSEL SMITH, vice-president and radio director of Botsford, Constantine & Gardner, Los Angeles, has recovered from a major operation.

ERIC STRUTT, former radio director of General Adv. Agency, Hollywood, has joined Hixson-O'Donnell Adv., Los Angeles, as copywriter. Lee Williams, former Southern California newspaper editor, has also joined the latter agency as copywriter.

VICTOR RANKIN, formerly of the Hollywood office of Russel M. Seeds Co., has joined the Overseas Branch of the OWI at San Francisco.

NATHAN BINDEMAN has been transferred to the staff of Robert J. Enders, radio director of Kal Adv. Agency, Washington. He had been in charge of the production department.

AGENCY Appointments

KENMORE PUBLISHING Co., N. Y., to Huber Hoge & Sons, N. Y. To use radio and magazines.

CARBONA PRODUCTS Co., N. Y., to Friend Adv. Agency, N. Y.

JOHN LUCAS PAINT Co., Philadelphia, to Seberhagen Inc., Philadelphia.

SONORA RADIO & TELEVISION Corp., Chicago, to Weiss & Geller, Chicago, to promote its catalog of recordings. Using business papers, may use radio later on.

ANTHRACITE INDUSTRIES, New York, to N. W. Ayer & Sons, New York.

LUTHERAN LAYMENS LEAGUE, St. Louis, to Gotham Adv., New York, for *Lutheran Hour* program. Series will continue throughout the summer on Mutual and a number of other stations, totaling 300.

BOOK PRESENTATIONS, New York, to Raymond Spector, N. Y., for *Complete Book of Sewing*. Test campaign completed, national spot campaign under way.

TIDE WATER OIL Co., Western Div., to Buchanan & Co., effective May 1.

BEACON CHEMICAL Co., Philadelphia, to James G. Lamb Co., Philadelphia, for Zero, a new all-purpose cleanser, and other household products.

JOHN MIDDLETON, Inc., Philadelphia, manufacturers and distributors of Walnut, Regimental, and other brands of smoking tobacco, Middleton Cigarettes, various cigar brands, pipes and smoking accessories, to Gray & Rogers, Philadelphia.

THOMPSON PRODUCTS Inc., West Coast plant, Bell, Cal., to Lockwood-Shackelford Adv. Agency, Los Angeles. David R. Fenwick is account executive.

CALO DOG FOOD Co., Oakland, Cal., to G. A. Cummings Adv., Oakland.

STICKNEY & POOR SPICE Co., Boston, to Ingalls-Miniter Co., Boston. Media plans not set.

JOHN McSCHAIN Inc., Philadelphia (builders), to Richard A. Foley Adv. Agency, Philadelphia.

21 YEARS AGO WE STARTED TO GROW KPO SAN FRANCISCO

COPE JOINS BATES AS PROGRAM CHIEF

DON COPE, of the director staff of Benton & Bowles, New York, has resigned to join Ted Bates Inc., April 19, to supervise program production. Lillian Steinfeld, formerly of the production staff of McCann-Erickson, has joined Benton & Bowles, to direct *Woman of America*, NBC program formerly handled by Mr. Cope, for Procter & Gamble. Miss Steinfeld has been directing the CBS shows, *Death Valley Days* and *Dr. Christian* at McCann-Erickson.

Mr. Cope

Mr. Cope's other assignment at B & B, *The Family Hour* on CBS, has been taken over by Bill Rousseau, director-producer, who comes to the agency from Transamerican, where he worked on the CBS *Readers Digest* programs. He was previously with Young & Rubicam, New York, where he handled the Fred Allen and Ben Bernie broadcasts.

Also joining Benton & Bowles is Herb Leder, formerly of WMCA, New York. He has been placed in charge of all new radio material submitted to the agency.

Open Coast Office

BRANCH office has been established in the Rialto Bldg., San Francisco, by West-Marquis, Los Angeles, and Spencer W. Curtiss Inc., Chicago and Indianapolis, to handle advertising, market research and industrial relations. Office will operate under firm name of West-Marquis & Curtiss and serve clients in Northern California as well as national accounts. Los Angeles, Chicago and Indianapolis staffs of the firms will not be affected, since each office will maintain its separate identity. New branch will operate under joint direction of Spencer Curtiss and John R. West.

FRED WARING was to broadcast his 1,000th consecutive *Pleasure Time* program, Friday, April 16. Liggett & Myers Tobacco Co., New York, sponsors the program for Chesterfield Cigarettes. Agency is Newell-Emmett Co., New York.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

New Chicago Agency

STANDARD ADV. AGENCY, Chicago, has been organized under the direction of George J. O'Leary, with offices at 222 N. Wells St. Telephone is State 1858. Mr. O'Leary is a former account executive and copywriter of First United Broadcasters and Ruthrauff & Ryan, and was at one time on the Chicago sales staff of William G. Rambeau Co., station representatives. The company is handling the Northern Mutual Casualty Co., Chicago (insurance).

EARL B. THOMAS, formerly vice-president of McKee & Albright, New York, has joined the outpost service bureau of the Office of War Information, as senior regional supervisor.

Elected 4-A Governors

J. C. MORSE, vice-president of Dan B. Miner Co., and Harwin T. Mann, media director of Foote, Cone & Belding, have been elected to the board of governors of Southern California Chapter, American Assn. of Advertising Agencies. Mr. Mann also becomes secretary-treasurer. They replace Jack Smalley, Hollywood manager of BBDO, and John H. Weiser, executive of Ruthrauff & Ryan, in Hollywood, whose terms are expiring. Continuing on the board are chairman H. E. Cassidy, vice-president of the McCarty Co.; vice-chairman Norman W. Mogge, Los Angeles manager of J. Walter Thompson Co., and Arthur W. Gudelman, manager of Barton A. Stebbins Adv., in that city.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!

AFM Local 802 Votes to Abolish 3% Relief Tax; Rejects Radio Proposals

MEMBERS of the New York local (802) of the American Federation of Musicians last week voted to abolish the 3% relief and organization tax which working members have paid on all steady or single engagements since 1935. Resolution to cancel the tax was put through by an overwhelming majority of the more than 700 members attending the meeting, although the report of Harry Suber, treasurer of the local, opposed this course.

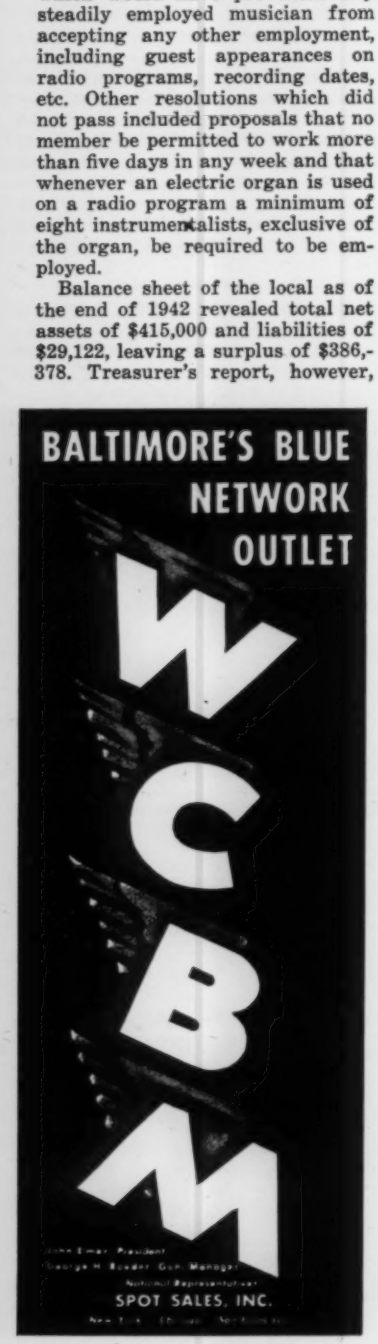
Meeting, held at Carnegie Hall, New York, on April 12, rejected several proposed resolutions affecting radio, chiefly the "one steady job to one man only" plan, which would have prevented any steadily employed musician from accepting any other employment, including guest appearances on radio programs, recording dates, etc. Other resolutions which did not pass included proposals that no member be permitted to work more than five days in any week and that whenever an electric organ is used on a radio program a minimum of eight instrumentalists, exclusive of the organ, be required to be employed.

Balance sheet of the local as of the end of 1942 revealed total net assets of $415,000 and liabilities of $29,122, leaving a surplus of $386,378. Treasurer's report, however, states that dues on 1942 were $18,365 less than in 1941 because 2,497 members entered the armed services during the year, adding that this total will probably reach 5,000 before the end of 1943, causing a further decrease in dues received by the union.

Application fees decreased $16,899 from 1941, the report states, and will continue to fall off as young musicians are going into the armed forces or into war work rather than becoming professional musicians. The total drop in income of $41,406 from the previous year was more than offset, however, by reduced expenses of $54,794.

Speaking specifically of the relief and organization fund, the report states that "increase in income into this fund in 1942 over 1941 was $49,673, due mainly to stand-by collections which increased by $29,767, and radio remote control charges, which increased by $23,120. Because some relief members have been absorbed by the military services, others by war industries and others have taken the places of previously employed members now in the armed forces, the report says, relief disbursements were decreased by $64,635 for the year as compared to 1941. Despite certain increased expenditures, the total of the fund's disbursements for the year was $27,006 less than in 1941.

Over the period since April, 1935, when it was established, the relief and organization fund has collected $2,927,325 in 3% taxes, Mr. Suber said, continuing that in that period the union has paid out for relief disbursements only the sum of $3,296,024, the difference of $368,699 coming from other sources such as notes, stand-bys and donations.



Prentiss Brown Thanks Radio for Cooperation

THANKING radio for cooperation in informing the people about the essential facts concerning ration programs, OPA Chief Prentiss M. Brown last week wrote the NAB that "the industry has responded magnificently" and has been "a vital factor in the success of home front measures related intimately to the winning of the war."

The Price Administrator wrote that radio, through its news programs, commentators, and the gift of time for OPA officials, had informed householders and thousands of merchants "with a minimum of delay" about complex rationing programs covering footwear, processed foods, and meats.

Faced with these problems, Mr. Brown said, "we turned, of course, to our free system of radio for aid." For this cooperation, he said, OPA extends its grateful thanks and appreciation.

REVENUE of WMAQ, Chicago, for the first three months of 1943 is 45% above same period last year, according to Oliver Morton, WMAQ sales manager and head of local and spot sales of NBC Chicago. Gross billing of March 1943 was the largest month in WMAQ history.

FIRST WOMAN in Chicago to enter the myriad intricacies of sound effects, with no previous commercial radio experience, Genevieve Capstaff, 24, has after three weeks' training been assigned by WGN, Chicago, to regular duties. She was engaged by the station as an experiment in training a woman as a sound effects technician to help replace three technicians who have entered military service.

A SMALL WORLD

Three WCAO Announcers Meet in Mississippi

ONCE upon a time there were three young men announcers on the staff of WCAO, Baltimore. In due course all three were inducted into the U. S. Army.

Nothing unusual about that—until Mysterious Coincidence began to work on the combination. First PFC Hal Proctor and Sgt. John Ademy found themselves stationed at Keesler Field, Miss. And then one night 2d Lt. Raymond Moffett, on a bivouac, walked into the nearby town. Sgt. Ademy leaves reunion details to your imagination.

WGR Basic Blue Outlet

WGR, Buffalo, effective June 1, 1944, will become a basic BLUE affiliate, replacing WEBR, current Blue outlet in that city, the network has announced. WGR, owned and operated by the Buffalo Broadcasting Corp., is the present Mutual affiliate in Buffalo. It operates on 550 kc, 5,000 watts day and 1,000 watts nighttime power.

Tuned to BBC Programs

MORE THAN one third of New York's radio homes surveyed by the Pulse of New York during the first two weeks of March, were tuned in to rebroadcasts of BBC programs at some time during the seven days preceding the interviews. Survey, conducted under the direction of the BBC research department, also revealed that on the average a BBC program reached an estimated 22,000 radio homes in New York. A total of 1,466 homes in the New York area were covered in the survey.

FULTON LEWIS jr., Mutual's commentator on political affairs, has just been signed by Newsreel Distributors Inc., to do a series of special newsreels, first two of which will be made April 20.

JOHN NESBITT, narrator on the weekly NBC *Westinghouse Program*, has been assigned the role of an announcer in the MGM film, "Russia".

B-S-H Urges Spot Discount Change

Agency Is Asking for Renewal Rate After Initial 52 Weeks

BLACKETT - Sample - Hummert, Chicago, in a letter to stations is requesting industry-wide adoption of the continuing discount principle which provides that the spot advertiser be given the maximum discount if he continues on a station after 52 consecutive weeks. Most station contracts are on an annual basis whereby the client earns a frequency rate within the fiscal year.

Thus if an advertiser is on for 52 weeks and continues for an additional 13 weeks, the advertiser in most cases is billed for the straight 13-week rate for that period. Under the B-S-H clause the advertiser would be entitled to the 52-week rate. The continuing discount principle, as well as the self-renewing contract clause, providing for automatic 52-week renewal at the end of each 13-week period, is practised by a number of stations, including the NBC M & O and the CBS O & O stations, the Yankee Network, and others.

40 Have Agreed

The letter, signed by James Neale, chief timebuyer of B-S-H, enclosed a copy of the clause which the agency is asking to be inserted in future contracts. B-S-H reports that out of 44 returns thus far, 40 stations have agreed to include the clause in their contracts. Mr. Neale pointed out in the letter that an advertiser who remains on a station 52 weeks and then decides to extend for an additional 13 week period is entitled to a better rate than the advertiser who goes on the air for a total of just 13 weeks.

It would also encourage the client, he said, to buy additional time if the maximum discount were received on the basis of having been on the station for the 52 week period. The self-renewing clause would obviate the necessity of writing new contracts every year, as well as simplify bookkeeping. It has been suggested in industry quarters that the matter be discussed at the NAB War Conference.

KYA Shift

DON FEDDERSON, vice president of Palo Alto Radio, has succeeded Wilifred Davis, president, as manager of KYA, San Francisco. KYA was purchased a few months ago by Palo Alto Radio from Hearst Radio. No explanation was offered for Mr. Davis' retirement from active participation in management of the station.

TAKING a two-week layoff, Bing Crosby, star of the weekly NBC *Kraft Music Hall*, will spend a late April vacation in Mexico City. Pinch-hitting on the April 22 and 29 broadcasts will be Fibber McGee & Molly. Aiding them will be Bob Crosby, band leader and brother of Bing.

WDRC, Hartford, on April 19 begins a new early morning news program—a steady half-hour of news, 7-7:30.

Deferment Record Of FCC Attacked

Costello Committee Reports 1,035 Are of Draft Age

DISPLAYING obvious dissatisfaction over the deferment records of FCC employes, the Costello Committee, investigating draft deferment of government employes, reported to the House last Friday that 840,578 persons of military age, "an alarming number", were employed by the Federal government.

The committee specifically singled out the FCC for criticism pointing out that nearly 50% of its personnel consisted of men between 18 and 38. "It is fortunate," the Committee commented, "that this percentage does not hold good throughout the government."

Reporting in detail testimony presented by Chairman James Lawrence Fly, Chief Engineer E. K. Jett, and Dr. R. D. Leigh of the Foreign Broadcast Intelligence Service, the Committee pointed out that of 2,299 Commission employes, 1,035 were men of draft age. Of these 391 were deferred to class 2A and 2B. Of deferred men, 267 were appointed before Pearl Harbor and 314 since the U. S. entered the war [BROADCASTING, March 29].

The report showed that the FCC deferred employes were for the most part monitors and intelligence officers who were stationed at outposts in this country and abroad to patrol the radio spectrum.

After citing Chairman Fly's testimony that the Commisison was unable to find women who were trained for the job, or to get additional operators even with the aid of the American Radio Relay League, the Committee concluded that "there are too many deferments in the FCC and felt in the light of testimony that the Commission had been content to show that certain employes are skilled and difficult to secure with little effort having been made to demonstrate where the Commission had ever taken preliminary steps to train replacements."

EXCEPTIONAL ANNOUNCER WANTED

● NBC basic station in large midwestern city has opening for staff work for an experienced man. He must be far above the average in ability and performance and we are willing to pay accordingly. Only men having highest qualifications will be considered. In replying give full information regarding experience, education, draft status and salary you are now receiving. Address Box 552, BROADCASTING.

Way Paved for Disc Agreement

(Continued from page 9)

conclusion of that meeting would set a time later that day for a meeting with the phonograph record people.

Judge Lawrence B. Morris, vice-president and general counsel of RCA Mfg. Co., speaking for the phonograph record industry, and A. J. Kendrick, vice-president of World Broadcasting System, spokesman for the transcription manufacturers, endorsed Mr. Petrillo's statement without amplification. In response to questions it was said that the meeting had not reached the point of discussing specific plans for a settlement. Mr. Petrillo declined to answer a question regarding the union's proposed plan of settlement through a tax on all records, to be paid by the manufacturing companies and utilized by the AFM to provide employment for its needy members.

Senator Clark Spotted

An amusing interlude in the meeting occurred when reporters, waiting in the lobby for the meeting to adjourn, spotted Sen. D. Worth Clark (D. Ida.), chairman of the Senate Interstate Commerce subcommittee authorized to investigate the union's ban on recordings, and Herbert L. Pettey, general manager of WHN, New York. Sen. Clark disavowed any knowledge of the meeting and explained that he always stays at the Ambassador when in New York and that Mr. Pettey is an old friend and that their meeting was purely social.

When Mr. Petrillo learned of Sen. Clark's presence, he invited the Senator into the meeting, saying that he wanted to express publicly in the presence of Sen. Clark and the union board his appreciation for the fair treatment he had received from the investigating committee when he appeared before it in January [BROADCASTING, Jan. 18]—"as fairly as I would be treated in my own home."

Upon leaving the conference, Sen. Clark said that his subcommittee was inactive at this time and that no move would be made to reopen its hearings until he had been apprised of the outcome of the present negotiations between the AFM and the makers of records and transcriptions.

Representatives of the transcription and recording industries who attended the meeting were: L. B. Morris, J. W. Murray, RCA-Victor; Edward Wallerstein, Ralph Colin, Columbia Recording Corp.; Jack Kapp, Milton Diamond, Decca Records; C. M. Finney, J. R. Andrus, Associated Music Publishers; Gerald A. Kelleher, Empire Broadcasting Corp.; C. O. Langlois, A. Walter Socolow, Lang-Worth Feature Programs; C. L. Egner, R. P. Myers Jr., NBC Radio-Recording Division; Gerald King, M. M. Blink, Standard Radio; Tom Kelleher, WOR Recording Studios; A. J. Kendrick, H. J. Quillman, World Broadcasting System; Sam Oliphant, William F. Crouch, Soundies Distributing Corp. of America.

AFM representatives were: James C. Petrillo, president; C. L. Bagley, vice-president; Leo Cluesman, secretary; Harry E. Brenton, treasurer; Joseph N. Weber, general adviser; Oscar F. Hild, J. W. Parks, A. Rex Riccardi, Chauncey Weaver, Walter M. Murdock, members of the international executive board; William Kerngood, secretary emeritus; Joseph A. Padway, Henry A. Friedman, attorneys; Thomas F. Gamble, Edward Canavan, Harry J. Steeper, Eddie B. Love, assistants to the president.

OCD Series Based on Bombing of Cities Reported Available for Local Sponsors

WITH Axis leaders boasting of raids to come on American cities, the Office of Civilian Defense is releasing a series of transcribed programs made in England portraying what it means to be on the receiving end of enemy bombs. The series is reported to be available for local sponsorship and clearance through regional offices of OCD.

Programs feature men and women of British Civil Defense forces who tell personally of the experiences, problems and dangers when backyards become the front line. Titled *We Have Met the Enemy*, the series was recorded in England by the London Transcription Service of BBC, and the records were brought over by cargo plane and transport vessels. According to Marvin Beers, chief of the OCD radio section, several were lost enroute.

Each program begins with the clump of bombs on London, transcribed during a raid, against the background of ack ack, and wail of sirens. Then the ordinary man of Britain tells his story, interviewed by Lindsey Harrie of the American Red Cross and Brewster Morgan of OWI. There are 26 shows in the series.

Florida Time Change

VOTING to put all of Florida into the Central Wartime zone, the Florida House last week adopted legislation which in effect puts the state on Eastern Standard Time. At present, Florida is operating in two time zones, with all Florida west of the Apalachiaola River on Eastern War Time, and the remainder of the state on Central War Time. The change would occur Sept. 1.

WFMJ, Youngstown, is going "all out for victory" with a new patriotic rate card in red, white and blue.

Transposition

BIRTH of a baby girl to Lowell C. Smith, announcer of KGVO, Missoula, was reported last March 29 in BROADCASTING, and since then C. Lowell Smith, bachelor with MBS on the West Coast, has had to protest to Mr. Smith of Missoula at being expected by friends on the Coast to pass out cigars for an event to which he is related only by transposition.

Bellaire Joins Blue

ROBERT BELLAIRE, former foreign correspondent for United Press, who returned to America recently after being interned in Tokyo by the Japanese, has joined the BLUE Network's staff of commentators. Mr. Bellaire, who served in Shanghai and Tokyo as manager of the UP bureau, will start a 9 a.m. review of the news Sundays on the BLUE May 2.

Cudahy on CBS

CUDAHY PACKING Co., Chicago, starting May 24 will sponsor *Something to Talk About*, featuring Chuck Acree, on 13 CBS midwestern stations, Monday through Friday, 3:45 p.m. Program built around odd news items and general commentary will advertise Delrich, the Cudahy margarine. Agency is Grant Adv., Chicago.

Holland on CBS

HOLLAND FURNACE Co., Holland, Mich., has purchased the 9:45-10 a.m. period Mondays, Wednesdays, Fridays on a split midwestern network of 24 CBS stations. Program, which will start May 3, has not been determined. Copy will stress Holland Furnace Repair service. Agency is Roche, Williams & Cunnyngham, Chicago.

Grove Tests

GROVE LABS., St. Louis, last week started a test campaign on two stations in each of four major markets for Grove Vitamin products. Chainbreak announcements of 25 and 40 words are being used. Donahue & Coe, New York, has been appointed to handle the vitamin campaign.

Griffin Using 70

GRIFFIN MFG. Co., Brooklyn, has renewed its spot schedule for shoe polish, and is using approximately 70 stations. Renewals went into effect on a staggered schedule, February through April, Bermingham, Castleman & Pierce, New York, is agency.

Would Probe OWI

AN INVESTIGATION of policies, methods and practices of Government agencies relating to control of information during the war was proposed in the Senate Friday by Sen. O'Mahoney (D-Wyo.). The inquiry would be made by the Senate Judiciary Committee. Admitting his move was prompted by recent resignations from OWI, Sen. O'Mahoney said "I have the utmost personal confidence in Elmer Davis."

FULL TIME ON 5 KW. AT KQW EXTENDED

An extension of license to operate unlimited time on 740 kc. with 5 kw., to Feb. 1, 1944, was granted KQW, San Francisco, outlet of CBS, by the FCC last week marking another step in the bitter contest between KQW and KSFO, San Francisco, for this facility. This license for one year, which replaces the temporary authorization under which KQW has been operating since 1940, contains a clause which stipulates that the granting of the regular license is not to be construed as a determination that KQW will ultimately be assigned 740 kc. with 50 kw. when conditions after the war permit lifting of the equipment freeze.

Such a clause concerns the competitive applications of KQW and KSFO for this frequency and power, a case which will not be decided until after the war. The Commission also denied without prejudice the applications of both KQW and KSFO for construction permits for new transmitter and other equipment.

In its new action, announced April 13, the FCC adopted proposed findings of fact with a revised proviso, as follows:

"The Commission deems it appropriate to point out that the denial of the instant applications and the granting of a regular license to KQW does not resolve the question as to which, if either, of the applicants may be ultimately authorized to effect the maximum usage of the 740 kc. channel permitted by the Treaty."

KQW, originally a non-network station, was earmarked for assignment on 740 kc. under the Havana Treaty allocations. [BROADCASTING, Nov. 15, 1940]. It replaced KSFO as the CBS outlet on Jan. 1, 1942. KSFO, owned by Wesley I. Dumm, had applied for the 740 kc. assignment with 50,000 watts, and the competitive applications resulted in a protracted hearing. By virtue of the new action, the applications are held in suspension until after the war.

EDGAR KOBAK, BLUE executive vice-president, gave a dinner at the Town Hall Club last week for members of the network's legal, treasury and general service staffs. The event was one of a series of informal gatherings at which Mr. Kobak described the origin and development of the network.

FULL RADIO SEASON of major baseball will be sponsored by Cincinnati Gas & Electric Co., which has purchased the Cincinnati Reds schedule for 1943 over WSAI. Sponsor will have nothing to sell. Campaign will be straight institutional. Seated at signing ceremonies is H. C. Blackwell, president of the utility. Standing (l to r): Kenneth Magers, utility company's publicity manager; O. R. Bellamy, WSAI salesman; Robert E. Dunville, WLW-WSAI vice-president in charge of sales; Walter Callahan, WSAI general manager.

End Religious Quackery on Air Is Plea Of Church Editor Who Fears 'Racket'

POINTING OUT that radio protects the public from quackery in medicine, L. O. Hartman, editor, writing in *Zions Herald*, makes a plea for closer regulation by radio stations of false and dangerous religious teachings which find their way into broadcasting schedules.

Mr. Hartman concedes that although religion on the air is in its infancy, broadcasting officials have been singularly open-minded and helpful in promoting church broadcasts. And, he says, they have always been generous with respect to time.

"The use of radio for the gospel message, however, is not yet regulated as it should be," says Mr. Hartman. "Any preacher or layman of good character, although he may be sadly deficient in knowledge and training, apparently can either purchase or secure without cost time on the air for his message. As a result, dogmatists, hobby-riders, fanatics, partisans, may gain access to vast audiences and work far-reaching damage."

Zions Herald, Mr. Hartman's publication, is printed in Boston and programs of stations in the Boston area are referred to in the editorial, with particular praise for "The Church School of the Air", broadcast by WBZ-WBZA.

In Mr. Hartman's opinion there should never be permitted appeals for money for the "support of the program" in religious radio programs and warns that dangerous "rackets" will develop unless appeals are governed by the strictest of rules. He recommended that contributions always should be sent to the radio station and that an auditing should be required of the agency using the time.

"There is no 'gold mine' in the world quite like the millions of radio listeners," Mr. Hartman writes.

WAACs Radio Course

WAACs will be trained as radio operators and technicians for the Signal Corps and Air Forces at two additional radio schools. Classes of 50 are being assigned each week for six-week courses at the Keystone Schools Inc., Hollidaysburg, Pa., and the United Radio-Television Institute, Newark. For several months WAACs have been learning radio operation at the Midland Radio School, Kansas City, Mo.

Judging Board to Ma... Fire Prevention Awar...

BOARD OF JUDGES for the s... ond annual gold medal awards ... press and radio for outstand... service in the field of fire pre... tion was announced last week ... W. E. Mallalieu, general mana... of the National Board of Fire U... derwriters, sponsor of the awar... OCD Director James M. Lan... Andrew T. Callahan, president ... the International Assoc. of F... Chiefs, and Sol Taishoff, editor ... BROADCASTING, comprise the boa...

Plans for announcement of w... ners next month were comple... at the first meeting of the judg... Gold medals valued at $500 ea... will be awarded to the winni... newspaper and radio station, a... honorable mention certificates w... be presented to finalists. Last year's major winners were *The Berkshire Evening Eagle*, Pittsfield, Mass., and KFBK, Sacramento, Cal.

Fire at W75NY

W75NY, FM station of Metropoli... tan Television Co., New York, wa... off the air last week while it... transmitter was undergoing re... pairs and readjustments following a fire of undetermined origin which broke out in the station's quarters in the Hotel Pierre, New York, on April 10. Fire was discovered at 10:30 p.m., an hour after the sta... tion had signed off for the night and was extinguished by firemen about two hours later. Other New York FM stations, W47NY and W67NY, broadcast courtesy an... nouncements during the week, explaining to FM listeners why they could not hear W75NY.

Chicago School Station

WBEZ, FM station operated by the Chicago Board of Education, started broadcasting April 15 on 42.5 mc. with 1000 General Electric transmitter. The station will operate weekdays 11:30-3 p. m., and on Sundays from 10 a. m. to 1 p.m., and will originate its own programs under the direction of George Jennings, acting director of the Chicago Radio Council, as well as rebroadcast programs of Chicago stations as part of the in-school broadcasts. E. N. Andresen is chief engineer.

More Awards for RCA

FOR THE second time the Harrison, N. J. plant of RCA has won the Army-Navy E flag for meritorious services on the production front. RCA's Victor plant at Camden, N. J., has also received the award for the second time. The E pennant and the Maritime Commission's M pennant and Victory flag have also been presented to Radiomarine Corp. of America.

'The Beam' Is Born

TO MARK the success of its first year, the NAB's Association of Women Directors has begun the publication of a quarterly paper, *The Beam*. First issue, dated April 1943, contains messages from NAB President Neville Miller and Ruth Chilton, president of the association, as well as gossip, news and editorials on the job of women in radio.

● KMPC, most powerful independent in the West, beams 38,000 watts by directional transmitting over all of Southern California . . . unsurpassed coverage at lowest cost!

KMPC ★

LOS ANGELES ★ 710 KC

for Southern California ★ 10,000 WATTS

AFFILIATED IN MANAGEMENT WITH WJR DETROIT AND WGAR, CLEVELAND ★ NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

American Home Names Ad Board

Company Was Listed Sixth Radio Timebuyer in 1942

TO COORDINATE and advise on the many and varied advertising activities of American Home Products Corp., Jersey City and its subsidiaries, the company has formed an advertising plans board at 22 E. 40th St., New York, it has been announced by Alvin G. Brush, chairman of American Home.

H. W. Roden, President of Harold H. Clapp Inc., an affiliate of American Home since 1939, has been appointed chairman of the plans board and will divide his time directing the operations of the board and serving as chief administrative executive of Clapp. Other executives of the board include Leo Nejelski, former advertising manager of Swift & Co., and William M. Stedman, former advertising coordinator of R. H. Macy & Co., New York department store, both of whom will be assistant directors. Walter F. Silbersack, vice-president of American Home, has been placed on the board to have charge of all companies employing advertising to distribute their products.

Mr. Brush's announcement specified that the plans board would not "in any sense interfere with or usurp the prerogatives of the various advertising departments of the several companies, which will continue their autonomous operation as in the past." As an advisory body, it will sit in on program and budget planning, and assist in coordinating all operations, especially in connection with the company's relations with its advertising agencies.

In Top 10 Advertisers

One of the nation's 10 leading advertisers in 1942, American Home spent $4,543,397 in radio and magazine media in 1942 out of its total media expenditure of $5,217,266, according to P. I. B. figures. Breaking down the radio and magazine figure, radio time received $4,018,313, making the company sixth among all radio time buyers.

American Home's principal products and their advertising agencies are: Anacin, Bisodol, Kolynos toothpaste, Old English household products, Aerowax and others—Blackett-Sample-Hummert; Clapp's Baby Foods, nationally—Young & Rubicam, and on the Pacific coast, McCann-Erickson; Kolynos toothpowder and Aspertane — Compton Adv.; Louis Philippe and Edna Wallace Hopper cosmetics—Erwin, Wasey & Co.; John Wyeth & Bros. Inc. pharmaceuticals, S.M.A. Corp. Petrolagar and other ethical products—John F. Murray Adv. Agency; public relations, institutional advertising, financial, as well as household products on the Pacific Coast—J. Walter Thompson Co. Negotiations are also on the verge of completion by American Home to acquire G. Washington Coffee Refining Co. [BROADCASTING, April 12] agency for which is Cecil & Presbrey.

WASHINGTON—1943

(New York Herald-Tribune, April 5)

Service men swarming in the Union Station;
Mad taxi-hunters growling indignation;
Hotels with crowded dining rooms and lobbies;
Smart-looking soldier girls of Mrs. Hobby's;
Thousands of would-be eaters queued in long lines;
Shortage of foods, but plentitude of strong wines;
Caucuses now, where used to be cotillions;
Excited talk of millions, billions, trillions;
Dangerous crosswalks; wild careening hack rides;
Chair-warming officers with shiny backsides;
Some faces tense, the balance apathetic.
Vast overlapping bureaus alphabetic;
Thousands of members of the New Deal "Yes!" Club;
Veteran by-line "No!" men 'round the Press Club;
Dollar-a-year men, lobbyists and fixers;
Pedlers of isolationist peace elixirs;
Whispering, plotting, rumor, gossip, slander;
Ten little geese for every lonely gander;
Uniforms — soldiers', flyers', marines', seamen's;

• • •

Pervading all, a mad delirium tremens!

CLAY MORGAN,
Assistant to President of NBC

Joins 'Mystery Chef'

CONTINENTAL BAKING Co., New York, will join the list of local sponsors of the BLUE's *Mystery Chef* April 26, bringing to 42 the number of advertisers using the five-weekly program on BLUE stations. Continental sponsors the series on WFMJ, Youngstown, for Wonder Bread. Agency is Ted Bates Inc., New York.

BLUE Selects Durstine In 'True Story' Dispute

ROY S. DURSTINE, head of his own advertising agency, has been named by the BLUE network as a member of the three-judge panel which will decide the dispute between the network and the American Federation of Radio Artists over the status of the *My True Story* series on the BLUE [BROADCASTING, April 12]. Contract between the union and the network provides for arbitration of disputes under the auspices of the American Arbitration Assn.

Mr. Durstine

Mr. Durstine and Robert S. Lynd, member of the Columbia U. Dept. of Sociology, AFRA's appointee as arbiter, will select a third panel member.

Dispute arose when AFRA requested commercial scale payments to actors employed on the *My True Story* programs, which carry announcements crediting *True Story Magazine* as source. BLUE is broadcasting the series on a sustaining basis, and declined to pay talent more than the sustaining rate.

BOB KRIEGHOFF, new to radio, has joined the announcing staff of WTOL, Toledo.

KAY KYSER FAILS IN ARMY PHYSICAL

KAY KYSER, M. C. of the NBC *College of Musical Knowledge* and OWI consultant, was rejected last week by Army medical officers in Los Angeles. An induction center examination revealed that the 37-year-old band leader has a hernia and arthritis of the spine.

OWI Director Elmer Davis had unsuccessfully sought Kyser's deferment, along with seven other radio headliners, because of essential civilian activities for OWI—"developing the mechanics of using radio programs to disseminate war information and helping us to enlist the services of other radio stars and programs," Mr. Davis said.

Appeals from the 1-A classification of Kyser's local draft board at Rocky Mount, N. C., were sustained by State Selective Service Headquarters and later by the White House [BROADCASTING, Mar. 29]. Kyser denied that he had filed the appeals and announced he was "ready to do what my Government wants me to do". Now that he has been rejected, he plans to "keep on doing what I have been doing—and that is everything possible to help in the war effort."

GENERAL STATE ASSEMBLY bill, designed to give radio and film talent agents a separate classification, removing them from legal status of employment agencies, was recommended for passage by the California Senate Labor Committee in early April.

Sales are SOARING in ALBANY, GA.

WGPC

1450 KC CBS

Represented by SPOT SALES Inc.

21 YEARS AGO WE STARTED TO GROW

KPO

SAN FRANCISCO

CKLW NEW HIGH!

DETROIT AREA RETAIL SALES —ON THE UP!

CKLW RETAIL TIME-SALES KEEP PACE!

● As goes the Detroit Area, so goes CKLW. March retail sales top $118,000,000... and CKLW retail time-sales have hit a new high . . . meaning better coverage for less!

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL SYSTEM

CKLW

PROGRAM MEETING HELD IN CANADA

MORE than 50 Canadian Broadcasting Corp. officials and department heads met in Toronto last week from all parts of the Dominion for a national program conference at the Royal York hotel, the first such gathering since the appointment last November of Dr. J. S. Thomson as general manager.

The meetings were under the chairmanship of Charles Jennings, supervisor of program planning, acting for E. L. Bushnell, general supervisor of programs, who was ill. All sessions were attended by the general manager, Dr. Thomson, and the assistant general manager, Dr. Augustin Frigon. Both urged that all discussions be directed at maintaining and improving standards of CBC's "product —that is, what comes out of the loud-speaker."

Davidson Dunton, head of research and reports branch of the Wartime Information Board, Ottawa, participated in a general discussion on the relation of public opinion trends to CBC public service broadcasts.

Reports were given by the five CBC regional representatives—Ira Dilworth, Vancouver, for British Columbia; H. G. Walker, Winnipeg, for the Prairies; D. Claringbull, Toronto, for Ontario; Omer Renaud, Montreal, for Quebec; and George Young, Halifax, for the Maritimes. Reports were also presented by the various departmental heads of the national program office at Toronto.

CAKE CUT BY KGW

Portland Station Celebrates 21st Birthday

KGW, the NBC affiliate in Portland, Ore., celebrated its 21st birthday last Wednesday with a two-hour show in the city's public auditorium. Arden X. Pangborn, managing director, writes that rain did not reduce a capacity audience of 4,200. Admission was free, by invitation extended through radio, and newspaper space.

The program, by station talent, featured over 100 persons including three orchestras. In one-man skits, m.c. Homer Welch, KGW's program director, portrayed radio 21 years ago, radio today, and radio 21 years in the future. James Abbe, BLUE commentator, spoke briefly on a newsman's responsibility in broadcasting.

Climax was the huge birthday cake, rising to stage level on an electric elevator. The audience shared the cake.

George E. Deming

GEORGE E. DEMING, vice-president and secretary of the Philco Corporation, died last week at his home near Bryn Athyn, Pa. He was 55 years of age. Born in Philadelphia, he was graduated from the U. of Pennsylvania in 1912, joined Philco in 1917 as superintendent of the then small storage battery factory. He is survived by his wife, Mrs. Ethel Beck Deming, and two sons, George E. jr., and John Howard.

Rochester Democrat & Chronicle

"What I want is a snappy tie-up between Swampgrass Hair Restorer and the Battle of the Atlantic."

CBC OVERSEAS UNIT GETS NEW MEN, CAR

OVERSEAS UNIT of the Canadian Broadcasting Corp., headquartered at London, England, has recently added personnel and a new mobile unit, according to John Kannawin, in charge of the unit. Art Holmes, engineer during the 1940 and 1941 blitz, is back with the unit after a year at CBY, Toronto; Paul Dupuis, CBC Montreal, and Andrew Cowan, CBC Winnipeg, have joined the unit, which also includes Peter Stursberg, CBC Vancouver; Paul Johnson, CBK, Watrous, Sask.; and Alex MacDonald, CBC, Toronto.

Kannawin reports that he has attained a new, smaller and more mobile car, to supplement the unit which the CBC took over in 1939 when the first unit went to Great Britain with the first Canadian troop contingent.

The overseas unit produces a number of shows dealing with the activities of Canadians in Britain. These programs are received in Canada at the CBC short-wave receiving station at Ottawa from the BBC and are aired in Canada on Saturdays and Sundays each week. On Saturday, according to the latest listings, starting early in the afternoon, are aired *Khaki Scrapbook*, half-hour army program; *Canadian Sports Review*, quarter-hour program; *Wings Abroad*, air force quarter-hour program; *Canadian Calendar*, half-hour evening feature. On Sunday morning, *Gentlemen With Wings*, 25-minute program on air force activities; and Sunday noon, half-hour army program *Regimental Roundup*.

Needlecraft Series

NATIONAL NEEDLECRAFT Bureau, New York, has started participations on Nancy Booth Craig's *Woman of Tomorrow* on WJZ, New York, and on Mary Maragaret McBride's program on WEAF, New York, for *New Encyclopedia of Modern Sewing*. Drive started on WEAF and extended to WJZ towards the end of March. Agency is Kenyon & Eckhardt, New York. Composed of representatives of the sewing supply industry, the bureau is also engaged in promoting home sewing through sewing lessons and radio scripts sold to department stores for use on programs sponsored by the latter.

Redmond Charg[e] Answered by OW[I]

Connor, Defense Bure[au] Denies WHP Complaints

(*See earlier story on p. 33*)

DENYING that OWI's files co[n]tain any record of a plan fr[om] WHP, Harrisburg, for coordinati[on] of government war messages, Rich[-] ard F. Connor, chief of the Radi[o] Bureau Station Relations Dept. promised in a letter last week th[at] suggestions for improvement [of] the Bureau's operations would re[-] ceive prompt attention.

Mr. Connor was answering a le[t-] ter from Dick Redmond, director of war programs at WHP, who had written NAB President Neville Miller and OWI Chief Elmer Davis complaining that radio was not used effectively in the war.

Cites Correspondence

Answering the letter, Mr. Connor referred in detail to correspondence between OWI and Mr. Redmond. He said neither the files nor anyone in the bureau had information about plans or offers from WHP to improve the Radio Bureau's effectiveness.

"Any attempt on my part to answer at length your many comments concerning the operations of OWI would be only to repeat what you undoubtedly already know," Mr. Connor wrote. "That is the fact that 21 regional OWI consultants, in addition to the station advisory board, selected by and representing the radio industry throughout the nation, have assisted in guiding the policies of this organization.

"We have very gracefully accepted their suggestions as the barometer of industry thinking. . . . I am sorry your views do not coincide with theirs. They have publicly commended this Bureau and its war time operations. . . .

"You may be sure that every member of this Bureau and the 21 Regional Radio consultants and Station Advisory Board are equally interested in winning this war, and using radio facilities to the utmost in accomplishing that aim. We all eagerly welcome constructive plans and ideas toward that end."

UNIVERSAL MICROPHONE Co., Inglewood, Cal., in anticipation of a post-war market, has appointed Fraser & Hansen, San Francisco, as its foreign representatives.

WHAM

"Your Western New York Salesman"

50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.

ROCHESTER, N. Y.

National Sales Representative:
GEORGE P. HOLLINGBERY CO.

The Stromberg-Carlson Station

100 WORDS
FOR TWICE THE COST OF A 10 WORD FULL RATE TELEGRAM
NEW Postal Telegraph
LONGRAM
SAVE TIME AND MONEY

KOIL ON SCENE AS FLOODS HIT OMAHA

KOIL's special events department was on its toes when one of the worst floods in Missouri river history struck Omaha and the Council Bluffs, Ia., area last week. With hundreds of thousands of acres already inundated earlier in the week throughout the valley, thousands of soldiers, Civilian Defense workers and high school boys worked frantically all day and night Thursday to reinforce weakened dikes.

The climax came when dikes on both sides of Omaha's vital municipal airport broke and a wall of water rushed across the field and into the residential district of East Omaha. With Foster May, widely-known midwest radio reporter at the mike, KOIL's special events department presented a series of graphic word-pictures telling of the evacuation of hundreds of families from the stricken area.

Meanwhile, the station turned over its facilities to the Army, Red Cross, Civilian Defense and other relief agencies in order to assist in rescue work.

FREE VITAMINS
To Employes of CBS With Vimms Getting Call

FREE VITAMINS to CBS employes desiring to take them over a four-month period is the latest plan to be tested at CBS, following a survey among the personnel which revealed that nine out of 10 persons approved of the idea.

Of the large selection of vitamin pills now on the market, CBS has chosen Vimms, the Lever Bros. Co. product, to feed its staff. Idea is not new around New York, it is understood, as BBDO, the Vimms agency, gives its employes three a day, while Ruthrauff & Ryan and J. Walter Thompson Co., both handling products made by Lever, supply Vimms to their staffs on request.

BROTHERS IN SERVICE, both former employes of WSMB, New Orleans, 2d Lt. John E. Wheelahan [right] was radio operator for two years, is now in training for the Army Air Corps. Aviation Cadet Harold M. Wheelahan, who did clerical work in summer vacations, is training for the Naval Air Corps after being recalled from active duty on a PC Boat in North Africa.

Kem to Extend

AS THOUSANDS of amateur gardeners join the nation's farmers in this year's spring planting, a consumer campaign for Kem Liquid Plant Food, and Kem Automatic Feed Units gets under way, starting off with thrice-weekly sponsorship of *Woman's Radio Bazaar* on WTIC, Hartford. Drive, which started April 13, will extend to other markets, according to J. M. Mathes Inc., New York, agency in charge. Firm is Kemical Corp., Oradell, N. J.

NATIONAL TOOL & Mfg. Co., Kenilworth, N. J., bought one hour last Friday on WAAT, Jersey City, to broadcast ceremonies at the plant, according to Victor A. Bennett, the station's national sales director. Company, Navy and State officials participated in proceedings which included demonstration of a 20-mm anti-air craft gun by three Navy veterans of the Pacific campaign. National Tool is making parts for the gun.

Script Pickled

SELECTED scripts of NBC's *Snow Village*, P & G serial, will be preserved for study and posterity in the archives of radio of Princeton U. Series presents stories of life in a typical New England town. Ford Manley is script writer. Compton Adv., New York, handles the White Laundry Soap for P & G.

MBS Rate Card

MBS has just issued Rate Card No. 11, dated March 1, 1943, which supersedes Card No. 10 issued last summer. Network now includes 209 stations, with a total full evening hour gross rate of $22,358. Format of the new card is the same as that of No. 10, classifying stations by "A," "B" and "C" groups in accordance with Mutual's volume discount plan.

Suit Dismissed

DISMISSAL of a $100,000 damage suit, brought by Irving Bibo, Hollywood songwriter-publisher, against ASCAP for alleged violation of the Sherman anti-trust law and asserted discrimination against his efforts to be taken into the organization as a publisher-member, was ordered April 15 in Los Angeles Court by Judge Ben Harrison.

Concurrently an anti-ASCAP bill proposed by New Mexico state legislators was killed in committee on April 13 when proponents failed to enlist sufficient support to bring it to a vote.

Mullen Lauds Free Air

SUPPORT given American radio by American companies sponsoring programs is "American cooperation in the best tradition of free enterprise," Frank E. Mullen, NBC vice-president and general manager, told the radio audience April 11. Mr. Mullen spoke at the conclusion of the final broadcast in the current series of NBC Symphony Orchestra concerts.

KILO Joins CBS

KILO, Grand Forks, N. D., on May 1 will become a CBS bonus outlet, available with KDAL, Duluth, the network announced last week. KILO, owned by Dalton LeMasurier, operates on 1440 kc., with 1,000 w. daytime power and 500 watts nighttime.

"DO YOU KNOW THE ANSWER?"

(COPYRIGHT 1943. THE W. E. LONG CO., CHICAGO, ILL.)

This radio feature outpulls all "Telephone" or "Money" shows 4 to 1 over national network stations after more than one year's run.

All negotiations for this radio feature must be conducted with:

THE W. E. LONG CO.

155 NORTH CLARK STREET • CHICAGO, ILLINOIS

21 YEARS AGO WE STARTED TO GROW

KPO

SAN FRANCISCO

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Coming Soon!*
Some astounding figures on the Effective Buying Income in WDRC's Primary Area . . . Connecticut's Major Market. More than ever before, Hartford is a "must" for your spot campaign.
* See Sales Management, May 10th, Survey of Buying Power Issue.
CBS

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

"We consider it a highlight among our local musical presentations." WDNC
• Expertly written and commercially proved radio programs are available to any ASCAP-licensed station without cost. If you are not using these programs write or wire us at once, as a new series is ready.
ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

Retail trade? $78 million in two "home" counties alone!
WHBF
The 5000 WATT Voice of the Tri-Cities
Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC

Studio Notes

WFIL, Philadelphia, sponsoring a "Basketball Tournament of Champions" for the benefit of the Red Cross War Fund Drive, realized $10,000. The Tournament brought together for the first time the champions of four school-boy leagues. Tom Moorhead, WFIL sportscaster, conceived the plan and succeeded in bringing these teams together in two evenings of basketball at the Palestra of the U. of Pennsylvania, attracting 13,000 people to the games. Mr. Moorhead, who is also a member of the station's public relations department, is director of sporting events for the Red Cross Drive in the area.

CKY, Winnipeg, on March 13, 1943, completed 20 years of continuous broadcasting. Experimental broadcasts started in 1922. Because of the war no special celebrations were held. Latest figures show that 70% of CKY's staff at the outbreak of the war are now on active service.

WICC, Bridgeport, Conn., in a recent war bond drive conducted by Joseph Lopez, supervisor, and featuring matches with the WICC Bowling Girls, sold $80,000 worth.

WITH A GROWING number of American troops in the Edmonton, Alberta, aren, CFRN, Edmonton, has completed arrangements with the Special Services Division of the United States Army to air big-time U. S. network transcriptions for the entertainment of the American Army and civilian personnel in the district.

UP has installed in its Denver bureau a new major relay on its transcontinental radio news wire. All radio news for stations in the Rocky Mountain region will be transmitted through the relay center, in a move to release the basic world report to western stations at maximum speed, and to make possible an intensified regional coverage. Jerry Fitch, former assistant to the central division radio news manager in Chicago, has been transferred to Denver to manage the bureau.

THREE STATIONS to acquire the AP radio news wire from Press Assn. are: WGCM, Gulfport; WCAP, Asbury Park, N. J.; and WDEV, Waterbury, Vt.

WHIO, Dayton, has assigned regular weekly spots to the shows heretofore produced on alternate weeks by Wright Field and the Air Service Command. The Wright Field show will be heard every Thursday at 8:00 p. m. (CWT) and the Air Service show the same night at 10:15.

WSAI, Cincinnati, was to originate *America's Town Meeting of the Air* to 129 Blue network stations on April 15, with Charles P. Taft, native Cincinnatian now assistant director of the Defense Health and Welfare Services of the FSA in Washington, as principal speaker.

KTUL, Tulsa, has made its facilities available once a week for an all-soldier broadcast from Camp Gruber, 80 miles away in the Cookson Hills region of Eastern Oklahoma. Candidates will be auditioned by Capt. William H. Terrell and Eddie McKean, program director of KTUL, and Mr. McKean will act as m.c. First of the half-hour programs, which were arranged by public relations officer Maj. Troy Coffman and John Esau, station manager, was on April 8.

WLS, Chicago, in a drive under the direction of Burridge D. Butler, president, and Glenn Z. Snyder, manager, is conducting an intensified campaign among its agricultural listeners for improving production, conservation, and distribution of food. The station has adopted the theme "Food for Humanity; Produce—Save—Share." The drive will be made in cooperation with *Prairie Farmer*, affiliated with WLS.

START of a Victory Garden in the forecourt of CBS Hollywood was given an auspicious dedication with Mayor Fletcher Bowron of Los Angeles, Donald W. Thornburgh, Pacific Coast vice-president of the network, Maureen O'Hara and Groucho Marx attending. Ceremonies were broadcast on KNX.

WMRN, Marion, O., recently aired the Army-Navy E ceremonies for the Swann Rubber Co., marking the sixth time in seven months for such ceremonies, all public service presentations of WMRN. Transcriptions of each program were presented to the company involved.

KLS, Oakland, has returned to a 24-hour schedule as a wartime service. From its newsroom in Fox News Theatre, Oakland, KLS presents *Off Stage Interviews*, with Orpheum Theatre Talent, twice weekly.

WCKY, Cincinnati, and the local Red Cross are sponsoring a downtown Red Cross Blood Donor Service center. The opening ceremonies rededicated the Fountain Square Destroyer *USS Victory*, war effort headquarters, in which local WAVES and SPARS took part and opened a new recruiting station.

WAAT, Jersey City, which devoted more than 18 hours air time to the Red Cross drive in March, is extending use of its facilities to North Jersey communities whose drives are continued in April to meet their Red Cross quotas. Daily broadcasts thruout March originated from an outdoor theatre at Military Park, Newark, featuring nationally known orchestras and stars of radio, stage and screen. All soldier programs were aired directly from Fort Monmouth.

KFUO, St. Louis, Mo., operated by the Evangelical Lutheran Synod, in an annual report for 1942 reveals progress of the station, including increase in time on the air, boost of power from 1 to 5 kw., and installation of new transmitter and other equipment costing over $100,000.

CKW, Vancouver, Canada, has signed for *Funny Money Man*, syndicated series produced by Allen A. Funt, New York. Negotiations are now under way for sale of the series in South America and New Zealand.

VOLNEY HURD, *Christian Science Monitor* analyst aired three times weekly on WNAC, Boston, is now also heard on W43B, Boston and W39B, Mt. Washington, Yankee Network FM stations covering the six New England states.

TED COLLINS, radio producer, has organized a film production unit which will produce two RKO pictures, one of them, "The Life of Marie Dressler," starring Kate Smith, whose programs on CBS are handled by Mr. Collins. Later, the movie unit will produce "The Minstrel Man," starring George Jessel.

COOKING UP A GAG for ini broadcast of the new CBS Co *Comedy Caravan*, were Jack C son (left), m.c. of the half-h program, and Thomas Lucken New York vice-president in cha of radio for William Esty & C Mr. Luckenbill was in Hollyw to open the new series sponsor by R. J. Reynolds Tobacco C (Camel cigarettes).

WEEKLY instructions for Victo Gardeners are given on WEEI, B ton by Jesse H. Buffman, WE Agricultural Director, on the *Far er's Almanac of the Air*. Program tel the proper time to plant each veg table.

WJBK, Detroit, and WPEN, Phila delphia, have acquired the AP radi news wire from Press Assn.

WSM, Nashville, recently broadcas the induction of 47 Nashville wome who joined the WAAC in the firs such ceremonies to be held in th South.

WCED, DuBois, Pa., recently broad cast the presentation of the Army Navy E to the Elliott Co. of Ridgway Pa. and the Sylvania Electric Produc Co. of Emporium, Pa. Army and Navy officers attended the ceremonies, in cluding Lt. Gen. Joseph T. McNar ney, who made the award to the Syl vania Co., and Com. R. G. Walling and Lt. Col. Thomas H. Eddy, who made the presentation to the Elliott Co. Chief Announcer Bill Sutherland of KDKA, Pittsburgh, was master of ceremonies.

A NEW half-hour late evening sus taining comedy show titled *Hot Air*, broadcast at 12:05-12:30 a.m., has been started on CBS, originating from WBBM, Chicago, written by Sher man Marks and directed by Les Mitchell.

KDAL, Duluth, is broadcasting *Stump Us*, a show Monday through Friday, 12:45-1:00, in which Ev and Joe, studio musicians, identify old published tune titles which are sent in by listeners. The prize for stump ing them has been until recently a rayon taffeta quilt and now is $5.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
The Katz Agency, Inc. — Representatives

PHILA. STATIONS USE JOINT SURVEY

A CROSSLEY survey rating for Philadelphia stations was started April 12 on a cooperative basis.

The Philadelphia Plan, as the Crosley survey is known, is said to have come from a suggestion made by Roger W. Clipp, vice-president and general manager of WFIL. Mr. Clipp was instrumental in getting three of the four major network stations and two independent stations to agree on their definition of the proper criteria for a survey of their market as to areas to be surveyed, what hours are to be covered and what survey techniques are to be used. They jointly employed Crossley Inc., New York, to make regular monthly market analysis. The agreement is on a yearly basis.

The cooperating stations include WFIL, BLUE; WCAU, CBS; and WIP, Mutual, among the major network stations. KYW, NBC outlet, had not announced its decision last week. The independent stations subscribing to the general plan of audience measurement are WPEN, affiliated with the regional Atlantic Network, and WDAS. The other Philadelphia stations, WIBG, WHAT and WTEL, are part-time independents.

The Philadelphia Plan calls for emphasis on a personal interview system rather than the telephone technique, since only 46% of the homes in the market to be studied have telephones. The interviews will be based proportionately on the distribution of income strata.

WCOP Hearing Continued

HEARING on the application of WCOP, Boston, for renewal of its license, originally set for May 17, has been continued by the FCC on motion by the licensee, Massachusetts Broadcasting Corp., and set for June 16. A petition to take depositions was passed over to the motions docket to be held May 12. WCOP, independently operated station and member of the Bulova operated Atlantic Coast Network, was cited last December [BROADCASTING, Dec. 21, 1942] with respect to its foreign language programs. Commission investigators have studied the activities and connections of Italian language announcers, and the hearings will cover methods of selecting and investigating personnel, their qualifications, and supervision of programs and sales.

WLAW Petition

APPLICATION for transfer of control of Hildreth & Rogers Co., licensee of WLAW, Lawrence, Mass., from Alexander H. Rogers, deceased, to Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, co-executors under the will of Alexander H. Rogers, was made last week to the FCC. Alexander H. Rogers was president of Hildreth & Rogers, publishers of the Lawrence *Daily Eagle* and *Tribune*. Irving E. Rogers is vice-president and Harold B. Morrill assistant treasurer of the publishing firm, which in 1941 became the Eagle-Tribune Publishing Co. and was separated from the radio business.

21 years ago we started to GROW. In 1922 KPO was a tiny 100 watt station. Today KPO's power popularity market coverage and low cost-per-listener make KPO the most productive (draft-exempt) salesman in the rich Northern California market. Alert advertisers are enjoying a rich slice of KPO's 21st birthday cake. Are you?

REPRESENTED BY NBC SPOT SALES OFFICES
New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

KPO
50,000 HIGH FIDELITY WATTS

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

BRITISH COLUMBIA
LAND OF OPPORTUNITY

FIRST WITH NATIONAL BUSINESS, TOO

CJOR

VANCOUVER CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1ST

ENGLAND TO MID-WEST DIRECT

Series Particularizing War Time Life to Be Shortwaved to 'Local' Audience of WLW

A NEW TYPE of program shortwaved from Britain to the United States will be scheduled in series by WLW, Cincinnati, beginning Sunday, April 25, when an English clergyman talks on "'Church By the Side of the Road".

Idea is to reduce feature material of life in England under war conditions to a regional area such as is covered by WLW and to bring small communities in England into close touch with similar communities in this country.

Plan grew out of conferences a year ago between James D. Shouse, Crosley vice-president, and Noel Newsome, BBC. It was felt that use of WLW, in a "local station" sense, would enable the BBC to particularize its message to a given section of the country instead of taking in everybody—and the resultant wide range of interests.

Opening the new series, WLW will broadcast Saturday, April 24, a "Truly American" half-hour to Britain. Governors of Ohio and Indiana will appear and also Sir Norman Angell, Nobel prize winner in 1933, and Dr. James J. Mallon, of the BBC Board of Governors.

James Cassidy, WLW special events director, worked out a plan with BBC whereby the programs are to be shortwaved to New York and carried from there to Cincinnati by wire.

WLOL MANAGERSHI TO E. S. MITTENDOR

EUGENE S. MITTENDORF, v eran midwestern station executi and formerly part owner of WKR Cincinnati, becomes general ma ager of WLO Minneapolis, c trol of which cently was s to Ralph L. A lass, owner WJJD, Chica and WIND, Gar Ind., for approx mately $80,0 An applicati for transfer h been filed wi the FCC.

Mr. Mittendorf

Mr. Mittendorf, who acquires minority interest in the station, one of radio's pioneer executive He was part owner and manage of WKRC from 1925 until 19 and managed WIND from 19 until 1941. He has already brough his family to the Twin Cities.

WLOL is being acquired by Mr Atlass, brother of the Chicag CBS vice-president, from Charle J. Winton Jr., president of WLOL his brother, David J., and Beatric L. Devaney, executrix of the estat of Judge John P. Devaney. Previ ously the probate court in Minn apolis approved transfer of 46% of the stock held by the Devaney estate [BROADCASTING, April 12].

Mr. Atlass will have controlling interest with the remainder of the stock to be divided among John Carey, manager, and Art Harre, commercial manager of WIND, and Mr. Mittendorf.

REP. WASIELEWSKI DEFENDS WAR TIME

WARNING that other more burdensome measures will be necessary to curtail the use of electricity if wartime is repealed, Rep. Thad F. Wasielewski (D-Wis.) urged in a talk on WTMJ, Milwaukee, last Sunday that state legislatures discontinue their efforts to overrule the concurrent Congressional resolution that established fast time.

He pointed out that fast time saves electricity, and in addition eliminates confusion resulting from certain States and localities having daylight-saving time while others remain on standard time. He said that farmers who are clamoring for fast time may have a just grievance in peace time, but during war "they are sabotaging the war effort," and that legislators who agree with them are "rendering a disservice to the farmers and their country."

Wartime is used by Canada, New Zealand, the countries of Europe, and China as well, he pointed out. "They are people of practical experience," Rep. Wasielewski said, and "they do not make a change in time just to make changes."

Sound Appetites

TOO REALISTIC are the sound effects of *Pete's Kitchen*, Bud Baldwin's Saturday morning program on WHIO, Dayton. While he rambles on with commercials, mythical patrons are served, via sound, with doughnuts and coffee and drop nickels in the "juke box" to provide music. Baldwin has had to turn down listeners who telephone to ask whether they may come in for a cup of coffee.

Petri Wine on MBS

PETRI WINE Co., San Francisco, will sponsor a half-hour on Mutual based on the Sherlock Holmes detective stories, starting April 30. Firm has been using spot radio for the past year. Basil Rathbone and Nagel Bruce will be featured in the dramatizations, produced by Glenn Heisch. Program will be heard Friday, 8:30-9 p.m. on 56 stations. Agency is Erwin Wasey & Co., San Francisco.

Hedda Hopper Sues

CHARGING breach of contract in two separate radio deals, Hedda Hopper, Hollywood commentator and columnist, filed suit on April 13 in Los Angeles Superior Court for $495,000 damages, naming Andrew Jergens Co. (lotion), and Lennen & Mitchell, New York, as defendants. Complaint claims breach of two agreements with the agency.

Oppose Liquor Bill

A SPECIAL meeting of the Board of Directors of the Advertising Club of Washington (D.C.) was called to oppose a bill pending in Congress to prohibit the use of prices in liquor advertising in the District of Columbia. The directors pointed out in a resolution addressed to Congress that no offering is complete that does not protect the public on the price to be paid and that such a prohibition would be contrary to good trade practices.

Paramount Spots

PARAMOUNT PICTURES, New York, in addition to special network and spot campaigns for individual pictures as they are released, is using spot radio on a regular basis for local showings. Film company is using 35-word live announcements between chainbreaks on a varying basis per week, on one or more stations in 35 cities throughout the country. Schedule went into effect last September. Agency is Buchanan & Co., New York.

BURNET HERSHEY, commentator and foreign correspondent, is preparing a book on postwar commercial aviation, tentatively called *Tomorrow We Fly*. Duell, Sloan & Pearce, New York, will bring out the book this summer.

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

Where Sales Multiply
WSM
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
BOSTON
N.Y.
CFNB Signal strength increased 25%

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC.
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

Labor Freeze Limits Employe Hiring

Provision Is Made for Essential Industries In New Order

A FREEZE order limiting the hiring and transfer of employes in all American industry, but providing special benefits for broadcasting and other essential activities, was announced by War Manpower Chief Paul V. McNutt Saturday, as Washington administrators moved to put the President's anti-inflation "hold the line" order into effect.

Earlier in the week, the War Labor Board had clipped the power of its regional offices to approve wage and salary adjustments based on gross inequities and inequalities, a step which will hold up pay raises anticipated by many hundred radio employes.

Executive Edict

The McNutt action was designed to carry out a direct edict from Mr. Roosevelt that the Chairman of the WMC should forbid employment of new employes, except as specifically authorized, when the transfer involved a wage or salary higher than that received by such employe in his last employment, unless the change will aid the effective prosecution of the war.

To put these policies into effect, Mr. McNutt ordered:

1. Employers engaged in essential industries shall be free to hire at any wage workers now engaged in industries not included in the list of essential activities.

2. Employers operating industries not listed as essential may not hire men from essential industries if the wage rate exceeds the rate most recently earned.

3. Employers engaged in essential activities may not hire workers from other essential activities if the wage or salary to be paid exceeds that most recently received.

The McNutt order leaves wide authority in the hands of local WMC officers, permitting them, for instance, to declare activities "locally essential", thus extending to them advantages of essential activities.

Major result of the order, however, is to freeze workers at their present earning level, except in areas of critical labor shortages, where operators of essential activities are still free, under Government observation, to offer wage incentives. In the remainder of the country, however, broadcasting employes and others may change jobs within the industry, but must not accept increased wages or salaries.

The result of such regulations would be to give operators of essential activities, such as broadcasting, a pick of the manpower of industries not included on the essential list, WMC officials point out. At the same time, it is intended to prevent "pirating" of help within and between essential industries, and to prevent operators of industries not on the essential list from hiring men away from essential activities.

The WLB curtailed activities of its regional offices a few hours after Mr. Roosevelt rescinded its power to grant increases in cases involving "gross inequities and inequalities". Under the anti-inflation program, WLB continues to grant adjustments within the "Little Steel formula" and in so-called "substandard cases".

35 Radio Cases Held Up

According to Lawson Wimberly, international representative of the International Brotherhood of Electrical Workers (AFL), at least 35 cases between IBEW and radio stations are likely to be held up under the new regulations. The WLB has ordered that all cases involving inequalities, which cannot be decided within the range of the Little Steel formula, or substandards of living, must not be approved.

In issuing the order, WLB said that even arbitrators' awards made prior to April 8 but not approved by the regional WLB must now be discarded.

IBEW has not yet decided how to dispose of its pending "inequity" cases, Mr. Wimberly said. The union is awaiting further clarification and reexamining the cases to see if they can be brought within the Little Steel or substandard categories.

AFL members of the WLB last week challenged the order as a breach of faith by the Government with the no-strike agreement of Dec. 23, 1941. They said the WLB would no longer be an effective instrument of cooperation among labor, industry and public groups, since its powers to deal with disputes involving inequities and inequalities was withdrawn.

At a WLB press conference last week, Chairman William H. Davis said regional boards would return applications submitted by employers and unions seeking increases on the basis of inequalities and gross inequities. Employers of fewer than nine persons are exempt from the new order, he said, and other employers may continue to make wage and salary adjustments in individual cases for promotions, reclassifications, or merit.

Probe to Start

(*Continued from page 9*)

lihood of protracted hearings on the Senate side. While committee members said definite plans had not been formulated, it was thought that the subcommittee would be disposed to incorporate the record on the Sanders bill introduced last session, which generally parallels the White-Wheeler measure. Extensive hearings were held on this bill, with testimony from FCC Chairman Fly and Commissioner T. A. M. Craven, as well as representatives of the industry and other groups identified with radio. Chairman Fly opposed the bill in toto; Commissioner Craven favored most of it.

In all likelihood representatives of the FCC will be asked to testify. The committee, however, is expected only to seek non-repetitious testimony relating to those aspects of the White-Wheeler Bill which differ from the original Sanders measure. These deal largely with the question of equality of time for discussion of controversial issues. It was indicated the committee preferred not to consume time traversing ground already covered in the House proceedings last year.

Members of the committee, in addition to the two authors, are Hill (D-Ala.), majority whip; Clark (D-Idaho), and Austin (R-Vt.).

RMA Plans Study Of Postwar Radio

Committee to Make Plans for Civilian Radio Production

A SPECIAL committee of the Radio Manufacturers Assn. will be named shortly to study postwar problems, Paul V. Galvin, RMA president announced Friday following the spring meeting of the RMA Board of Directors. The survey will cover renewed production of civilian radio as the military program declines, and related problems.

The Committee on Postwar Planning will look into the whole postwar radio service, Mr. Galvin said, including television, FM, and production problems such as peacetime employment, termination of war contracts and disposition of inventories.

Making Civilian Tubes

The Directors also discussed current problems of military production, with manpower getting special attention. M. F. Balcom, chairman of the RMA Tube Devision reported that tube makers had assumed responsibility for approximately 2,000,000 replacement tubes monthly for civilians, and that production was underway. The tube program was arranged with WPB.

Two other items of business included a decision to retain the name "Radio Manufacturers Assn." and discussion of arrangements for the RMA War Production Conference. Substitution of "radionic" for "electronic" had been considered, but the Board decided the present name was adequately descriptive.

RMA's War Production Conference will be held in Chicago June 10. War production problems will keynote the meeting, with prominent government officials invited to take part in the discussions.

PROVIDENT SAVINGS BANK, Baltimore, has purchased 20 one-minute announcements produced by NBC's Radio Recording Division, for use on a Baltimore station through Muir & Co., New York.

"WFDF Flint Michigan says I should give up my gasoline for you men in uniform."

WCHS
CHARLESTON, W.VA.

Recipient of the Peabody Award "for outstanding public service" by a regional station in 1942.

SALES SORTA DULL IN SHARP (Ky.)?

We hate to be blunt, but it would take a lot of stropping to whet your sales in Sharp (Ky.)! You see, 57.5% of Kentucky's buying power is concentrated in the Louisville Trading Area, where folks do 17.1% *more* retail buying than the rest of the State *combined!* . . . To give your business an edge in the Louisville Area, you need only WAVE—the station that gets 'em lathered up, around here, at lowest cost. See what we mean?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

Education by Radio Institute To Meet in Columbus April 30

Chief Topic Is "Radio In War and After;" Many Government Officials on Program

INSTITUTE for Education by Radio meets in Columbus, O., April 30 through May 3 with leading representatives of educational and commercial stations alike in attendance. Topic this year is "Radio in the War and After."

Government as usual will be well represented with the following participating: James L. Fly, FCC chairman; Ray C. Wakefield, FCC commissioner; William B. Lewis, Philip H. Cohen, Elmo C. Wilson, Robert Martin, Elaine Ewing, of OWI; Charter Heslep, Office of Censorship; Lt. Col. E. M. Kirby, War Dept. Public Relations Bureau; Lt. Com. M. S. Reichner and J. Harrison Hartley, Navy Department Public Relations Department.

From Dept. of Agriculture

Also, from the Department of Agriculture: Maurice L. DuMars, Office of Information, and Morse Salisbury, Director of Information. From the Office of Education, R. R. Lowdermilk, and from the War Manpower Commission, W. W. Charters, chief of training division.

As usual a broadcast will originate from the conference. This year it is titled "Answering You" and will be handled by Mutual and the BBC Friday, April 30, at 10:30 a.m.

Large delegations will represent the network companies: BLUE includes Edgar Kobak, executive vice-president; Grace Johnsen, women's and children's program director; John Vandercook, commentator; H. B. Summers, public service division director.

CBS: John K. Churchill, research director: Lyman Bryson, director of education; Leon Levine, assistant education director; William N. Robson, producer; Charles Worcester, farm editor; Deems Taylor, music consultant; Robert J. Landry, director of program writing; Prof. John T. Frederick, literary critic, and Gilbert Seldes, television director.

The program follows:

FRIDAY, APRIL 30

10 a.m. Ballroom

Demonstration and Discussion

Sterling Fisher, presiding, assistant public service counselor and director Inter-American U. of Air.

Demonstration of "Answering You" (broadcast in part) with Stephen Fry, traffic manager, BBC, New York; Alistair Cooke, special correspondent, *The London Times*, chairman; two Americans, two Canadians and prominent British people.

Following broadcast, discussion by: Mr. Bryson; Elsie Dick, Mutual educational programs representative; R. S. Lambert, CBC educational advisor.

5 p.m. Room 1648

Informal Tea for Newcomers

I. Keith Tyler, director, Institute for Education by Radio, chairman.

8 p.m. Hall of Mirrors

Radio's Wartime Strategy

Arthur J. Klein, dean, College of Education, Ohio State U., presiding. Participants in symposium: Sherman H. Dryer, director of radio productions, U. of Chicago, chairman; Mr. Fly; William Burke Miller, manager, public service department and of war programs, NBC; Mr. Robson, and others. Citations for the Seventh American Exhibition and Citations of Educational Radio Programs will be made.

10:15 p.m. Room 1648

Meeting for Chairmen

Mr. Tyler, chairman. For chairmen of work-study groups, section meetings, roundtables.

SATURDAY, MAY 1

9 a.m. Ballroom

Problems of Wartime Operation

Howard L. Bevis, president, Ohio State U., presiding. Mr. Kobak stating the problem. Participating: Robert J. Coleman, director, WKAR, East Lansing, Mich.; Lawrence J. Heller, president, WINX, Washington; Charles Jennings, program planning supervisor, CBC; Mr. Lewis; M. S. Novik, director, WNYC, New York; Mr. Seldes; Mr. Wakefield.

Problems of News Broadcasting

Harvey H. Davis, vice-president, Ohio State U., presiding. Participating: W. W. Chaplin, NBC foreign correspondent; Mr. Heslep; Lt. Col. Kirby; Lt. Com. Riechnere; Cesar Saerchinger, NBC historical commentator; Mr. Vandercook.

Work-Study Groups

Religious broadcasts; "Of Men and Books" demonstration.

2:30 p.m. Room 1440

Agricultural and Homemaking Broadcasts

Mr. DuMars, chairman. Participating: Mr. Salisbury; Ed Mason, WLW, Cincinnati; Eleanor Hanson, WHK-WCLE, Cleveland; Richard B. Hull, WOI, Ames.

2:30 p.m. Room 1279

Broadcasting by National Organizations

Tom Stewart, assistant to National Director, American Red Cross, Chairman.

2:30 p.m. Parlor A

Children's Programs

Gloria Chandler, Children's Theater and Radio; Assn. of Junior Leagues, chairman. Participating: Bernice Foley, WSAI; Mary Grannan, children's programs supervisor, CBC; Helen Platt, scriptwriter, Portland, Ore.; Olida Schrottky, Girl Scouts of America, New York.

12:15 p.m. Room 1340

Religious Broadcasts

Albert W. Palmer, president, Chicago Theological Seminary, chairman.

Recordings for School Use

Mr. Lowdermilk, chairman.

Research in Educational Broadcasting

Mr. Summers, chairman.

2:30 p.m. Room 1540

School Broadcasting

George Jennings acting director, Radio Council, Chicago Public Schools, chairman. Participating: Genevieve Barre, CBC; Chester R. Duncan, KOIN-KALE, Portland, Ore.; Mary Elisabeth Gilmore, KBPS, Portland, Ore.; William B. Levensen, directing supervisor of radio, WBOE, Cleveland; Charles Urquhardt, production manager, NBC, Chicago, and others.

2:30 p.m. Room 1479

College Courses in Radio

Albert Crews, radio department, Northwestern U., chairman.

2:30 p.m. Room 216

Music Broadcasts

Burton Paulu, manager, WLB, U. of Minnesota, chairman. Participating: Mr. Taylor and others.

1:50 p.m. Hall of Mirrors

Radio and Reading

Wilfred Eberhart, assistant professor of education, Ohio State U. chairman. CBS "Of Men and Books" will originate from this work-study group.

5 p.m. Ballroom

Documentary Reporting

T. C. Holy, director, bureau of educational research, Ohio State U., presiding. WOR will demonstrate the streamlined production of recorded documentary broadcasts. Participating: Dave Driscoll, war services and news division director, WOR, New York; Mr. Cohen; Mr. Fry; Mr. Hartley; Lt. Col. Kirby.

8 p.m. Room 1440

In-School Broadcasting

Marguerite Fleming, Radio Workshop, South High School, Columbus, presiding. Participating: Mr. Cohen; Maior Harold W. Kent, War Department; C. Wilbert Pettegrew, WOSU, Columbus, and others.

8 p.m. Room 1479

National Assn. of Broadcasters

Neville Miller, president, presiding.

National Assn. of Educational Broadcasters (Closed Meeting)

Gilbert D. Williams, program director, WBAA, Lafayette, Ind., presiding.

National Assn. of Women Directors, NAB

Ruth Chilton, WSYR, Syracuse, presiding. Participating: Miss Johnson; Miss Ewing; Lewis H. Avery, NAB; Peggy Cabe, KSD, St. Louis; Victoria Corey, KDKA, Pittsburgh; Ann Ginn, KTCN, Minneapolis; Ruth Lyons, WLW, Cincinnati; Mary Mason, WRC, Washington; Rhea McCarty, WCOL, Columbus; Lavinia Schwartz, WBBM, Chicago; Jane Weaver, WTAM, Cleveland.

Teacher Education in Radio

Luella Hoskins, radio department, New York U., presiding.

The Negro and Radio in Education

Walter N. Ridley, director, Audio-Visual Center, Virginia State College for Negroes, Petersburg, presiding.

"The Timebuyer who was here before the fellow who replaced the chap just drafted got pretty hot on our market when he saw these figures last week."

Radio Editors

Wauhilla La Hay, radio editor, Chicago *Sun*, presiding.

Public Health Broadcasts

David Resnick, director of publicity, National Society for the Prevention of Blindness, presiding. Participating: Mr. Dick; Mr. Levine, others.

SUNDAY, MAY 2

9:30 a.m. Room 1440

Agricultural and Homemaking Broadcasts

Mr. DuMars, presiding. Participating: Mr. Wilson; Lawrence Haeg, WCCO, Minneapolis; Harriet Hester, WLS, Chicago; Mr. Worcester; others.

2:30 p.m. Ballroom

Radio Interpreting a Region

Mr. Charters, presiding. Participating: Ira Dilworth, CBC; Robert Hudson, director, Rocky Mountain Radio Council; Lois Roberts, education director, KOIN-KALE, Portland, Ore.; Charles A. Siepmann, OWI.

3:30 p.m. Ballroom

Radio and Manpower

Judith Waller, director, Public Service, NBC, Chicago, presiding. Participating: Howard Frazier, NAB; Edmund Lindsay, program director, KSO-KRNT, Des Moines, others.

7 p.m. Ballroom

Institute Annual Dinner

Speaker, Sir Gerald Campbell, British Minister and Special Assistant to the British Ambassador.

MONDAY, MAY 3

9:45 a.m. (Round Tables)

Kenneth W. MacGregor, program director, WGN, Chicago, chairman, roundtable on "Production Techniques; Jennings Pierce, manager of public service, NBC, Hollywood, chairman, roundtable on "Promotion of Educational Programs"; Joseph H. Wright, director, publicity and station WILL, U. of Illinois, chairman, roundtable on "College Public Relations Broadcasting"; W. S. Hendrix, Ohio State U. chairman, roundtable on "Foreign Language Teaching by Radio"; John L. Carpenter, director, special events, KOIN-KALE, Portland, Ore., chairman, roundtable, "Public Events Broadcasts in the War Effort"; Mr. Landry, chairman, roundtable on "Radio Writing Under War Conditions"; Paul Thornton, educational department, RCA Victor Division, chairman, roundtable on "Television and Education"; Carl Friedrich, Communications Seminar, Harvard U., chairman, roundtable on "Hate Propaganda and Its Effect Upon War and Peace"; Miss Hester, chairman, roundtable on "Children's Program Idea Exchange"; B. H. Darrow, Information Officer, OCD, Cleveland, roundtable on "Radio and Civilian Defense"; Alice Sterner, author, Newark, N. J., chairman, roundtable on "Teaching Radio Program Discrimination".

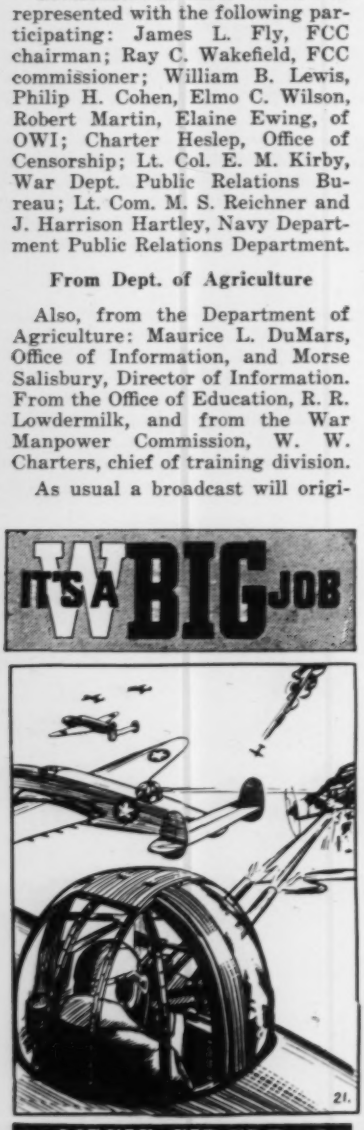
2 p.m. Ballroom

Radio and the Post-War World

Mr. Tyler presiding. Participants: Mr. Kobak; Mr. Bryson; Mr. Siepmann, others.

Other meetings held in conjunction with the Institute include Association of Women Directors, NAB; Association for Education by Radio; Chicago School Broadcast Conference.

Room numbers refer to the Desbler-Wallick hotel.



The MAGIC CIRCLE

And this job takes priority over All —with WBIG!

A Columbia Broadcasting System Affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
CBS • 5,000 WATTS DAY AND NIGHT

RETAIL SALES UP 58%
Feb. 1943 Over Feb. 1942
In
POCATELLO, IDAHO
KSEI
National Representatives
The Walker Co.
Home & Griffith Co.

KECA EARLE C. ANTHONY, INC.
790 KC • 5000 WATTS DAY AND NIGHT
LOS ANGELES • BLUE NETWORK
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

...in the CONTROL ROOM

GEORGE RITCHIE and Tommy Lewis, operators of CKY, Winnipeg, have joined the Royal Canadian Air Force, Ritchie as wireless mechanic, and Lewis as aircrew.

PAUL CRAM, chief engineer of WSGN, Birmingham, has been teaching a class in radio engineering at Birmingham-Southern College and has now been asked by the college authorities to teach a class in higher mathematics.

JOHN A EVANS, technician, August W. Bierwirth and Linus Murray, maintenance men, have joined WTMJ, Milwaukee.

GARO RAY, chief engineer of WICC until he joined the Army, has been commissioned a Captain and is stationed at Fort Monmouth.

BENTON CARR, technician of KFMB, San Diego, Cal., has joined CBS, Hollywood. A. L. Alexander of KPAS, Pasadena, Cal., has joined the network's technical staff as transmitter engineer.

THOMAS M. KELLEHER, in charge of sales and services at World Broadcasting System, New York, has been named manager of the recording studios of WOR, New York, and Ray Lyon, who supervised construction of the studios, has been made technical director.

FRANK RIDGEWAY, chief engineer of WTOL, Toledo, has been commissioned a first lieutenant in the Air Forces and was to report for active duty April 13.

TED R. WOODARD, WFIL engineer and shop steward of ACA Eastern branch, has been commissioned a lieutenant in the Army and was to leave for Fort Monmouth, N. J., April 16.

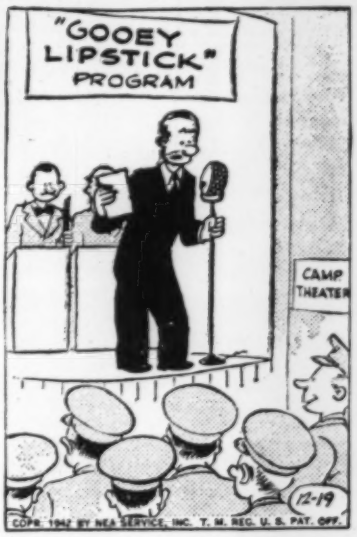
HOMER OBUCHON has joined the technical staff of KGFJ, Los Angeles, succeeding Malcolm P. Mobley Sr., who resigned to join KFAC, Los Angeles.

LUTHER CRUMBAUGH, technician of KGER, Long Beach, Cal., has joined shortwave station KWID, San Francisco, with Carl Dilman of KFAC, Los Angeles, replacing him at KGER.

BOB WEEKS has joined the engineering staff of KFBK, Sacramento, replacing Lewis Heinzmen, who has joined the armed forces.

DON HOOVER, announcer-operator of KIUP, Durango, Col., is to take leave of absence to enter aviation cadet training in the Army Air Forces.

FRANK KIRTON, operator of CKOC, Hamilton, Ont., has joined the Royal Canadian Air Force as wireless operator.



Schenectady Union-Star

"This broadcast does not constitute an endorsement of our product by the Army!"

STREAKLESS VIDEO
Better Scanning Claimed in Bell Patent

NEW FORM of television scanning, patented by Dr. Herbert E. Ives, Bell Telephone Laboratories, is said to remove streaks, according to Science Service. Patent is 2,315,-621. Dark streaks in present-day television transmission are due to the narrow, rapidly moving beam of light passing over imperfections in the sensitive screen.

Dr. Ives' invention uses one of two methods. Either the beam is made wider in one dimension by passing through a cylindrical lens or it is caused to oscillate very rapidly up and down. It is later restored to its normal state by being put through a second lens or by having the kinks ironed out by a second oscillating device in phase opposite to the first.

The imperfections in either case are averaged out of the wider path before the beam is made narrow again.

EUGENE V. BURROWS, engineer of KGGF, Coffeyville, Kan., has joined the local CAA War Training Service in the radio maintenance department. He will continue a parttime schedule at the KGGF transmitter.

BYRON WINGET has left WLW-WSAI, Cincinnati, to join the CBS sound effects department. Walter Pierson, now head of sound effects for CBS, and Don Winget, brother of Byron Winget, is now head of that department at WLW-WSAI.

BOB JENSEN, field engineer of NBC Chicago, has been transferred to NBC Hollywood. Wilson Knight, formerly of BLUE Chicago, has joined the engineering staff of NBC Chicago.

Blue Graduates

FOLLOWING completion of a six-months course at the BLUE's announcing school, 35 former pages and guides obtained positions on the announcing staffs of independent stations last week. A second six-months course will begin shortly.

EX-RADIO PEOPLE SOUGHT FOR JOBS

EXPERIENCED radio personnel not now employed in broadcasting are invited to sign up with the NAB for full or part-time work. The call was issued by Howard S. Frazier, NAB director of engineering, who says the manpower situation in the industry, and especially in technical positions, is more critical every day.

Wanted particularly are persons with radio telephone operators licenses or other qualifying radio experience. Women and physically handicapped men are acceptable. Amateurs, retired technicians or others outside the professional ranks are requested to register name, age, experience, preferred job location, time available, salary requirements and other data with Mr. Frazier at NAB headquarters, 1760 N St. N.W., Washington, D. C.

War Manpower Commission has designated broadcasting an industry essential to the war effort. Mr. Frazier says that personnel have already been registered from 37 states and the District of Columbia.

Navy Day at Club

DESCRIPTION of the Marines' fight to take Guadalcanal, Tulagi and other South Pacific islands, as told by a Marine who was there, was highlight of last Wednesday's meeting of the Radio Executives Club, designated "Navy Day". Mc. was Lt. Arthur Deutsch, Radio Section, Navy's Office of Public Relations. Lt. Bob Edge, New York public relations division, Coast Guard, and former hunting and fishing expert, spoke. Out-of-town guests were Ted Arnold, WHBF, Rock Island, and John Carey, WIND, Gary.

Engineers Off to War

THREE ENGINEERS at KMOX, St. Louis, have joined the armed forces. Raymond P. Barnes is now second lieutenant in the Signal Corps, Fort Monmouth, N. J. Paul J. Shock is now at Harvard U. as a lieutenant (j.g.), Navy Communications. Walter R. Cleary is stationed in Miami as second lieutenant in the Troop Transport Command, Army Air Forces.

Keystone Totals 89,053 Hours

UNDER a special allocation plan worked out with the OWI and the Treasury Department, and put into effect last August, stations affiliated with the Keystone Broadcasting System have broadcast an aggregate of 89,053 hours of sustaining war effort programs prepared by the transcription network.

IN A THREE-WEEK tour of eastern cities starting April 19 *Hobby Lobby*, CBS program sponsored by Colgate-Palmolive-Peet Co., Jersey City, will visit Paterson, N. J., Washington, and Baltimore. Ted Bates, Inc., New York, handles Palmolive Shave Cream, C-P-P product advertized on the program.

GEORGE E. STEWART, NBC recording supervisor in New York, is in Hollywood for conferences with NBC's West Coast headquarters. Silvo Caranchini, recording engineer, has been transferred to Hollywood from NBC's New York offices.

The End of the Rainbow

Let WAIR guide you to that evasive pot of gold. Winston-Salem workers are well paid, sure of their jobs, easy to sell when you use the right medium. In this great market, the right medium is—

WAIR

Winston-Salem, North Carolina

THERE'S NOT ANOTHER LIKE IT!

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S No. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

---

KGW

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts—620 Kilocycles

NBC RED NETWORK

Represented Nationally by
EDWARD PETRY & CO., Inc.

KXOK

ST. LOUIS MISSOURI

630 KC. 5000 WATTS FULL TIME

Represented Nationally by
WEED & CO.

BLUE NETWORK

XUM

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

APRIL 10 TO APRIL 16 INCLUSIVE

Decisions . . .

APRIL 13

KGDM, Stockton, Cal.—Granted license cover CP as mod., change frequency to 1140 kc., hours to unlimited, power to 5 kw., DA-N, new transmitter.

WBRW, Welch, W. Va.—Granted license renewal for regular period.

KQW, San Jose, Cal.—Granted license renewal to Feb. 1, 1944, unlimited on 740 kc., 5 kw.; denied without prejudice application for CP.

KSFO, San Francisco—Denied without prejudice application for CP.

APRIL 15

WORK, York, Pa.—Granted mod. CP extend completion date March to June 18, 1943.

WJAS, Pittsburgh—Granted license cover CP as mod. for power increase, DA-N.

WTOC, Savannah—Granted license cover CP as mod. for power increase, DA-N.

KVOO, Tulsa—Granted license cover CP as mod., for power increase, change hours, new transmitter, DA-N.

WCOP, Boston—Continued hearing scheduled May 17 to June 16, 1943 (action on motion).

Applications . . .

APRIL 13

WLAW, Lawrence, Mass.—Involuntary transfer control of licensee corp. from Alexander H. Rogers, deceased, to Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, co-executors under will of Alexander H. Rogers, deceased (501 shares common stock).

APRIL 15

W75C, Chicago—License cover CP, as mod. for new FM station, in part.

Westinghouse [illegible] ions, Springfield, Mass.—Reinstatement license for FM station, formerly W81SP.

Requests for reinstatement of applications for FM stations: **James F. Hopkins Inc., Detroit**—CP new station, 46500 kc., coverage 6,790 sq. mi.; **Pulitzer Publishing Co., St. Louis**—CP new station, 45500 kc., coverage 13,391 sq mi.

KGEZ, Kalispell, Mont.—Mod. CP to change 1460 to 1590 kc., dismissed without prejudice at request of applicant.

APRIL 16

Baylor U. and Carr P. Collins, Corpus Christi, Tex.—CP new station 1010 kc., 50 kw., unlimited, DA-DN, amended to change name to Baylor University and Carr P. Collins; from unlimited, to D to sunset at Little Rock, Ark.

Tentative Calendar . . .

WMAM, Marinette, Wisc.—Hearing on mod. license for 570 kc., 100 w. N, 250 w. D, unlimited. **WNAX, Yankton, S. D.**, participating. Petition reconsider and grant, opposition thereto, pending (April 21).

WKBW, Buffalo—Hearing on license renewal (April 20).

Network Accounts
All time Eastern Wartime unless indicated

New Business

DWIGHT EDWARDS Co., San Francisco (coffee), on April 12 started for 52 weeks, *The World Today*, plus commentary by Chet Huntley, on 9 CBS West Coast stations (KNX KARM KROY KGDM KQW KIRO KFPY KFBB KGVO), Mon., Wed., Fri., 3:45-4 p.m. (PWT). Agency: McCann-Erikson, San Francisco.

MacMILLAN Petroleum Corp., Los Angeles, on May 17 starts for 52 weeks, H. V. Kaltenborn, on 6 NBC Pacific stations (KFI KPO KHQ KGW KMJ KOMO), Mon., Wed., Fri., 4:45-5 p.m. (PWT). Agency: Logan & Arnold, Los Angeles.

SHEFFORD CHEESE Co., Green Bay, Wisc., on Thurs., April 22, 4-4:30 p.m., sponsors Navy 'E' award ceremonies on 56 CBS stations. Agency: Leo Burnett Co., Chicago.

DR. FLOYD B. JOHNSON, Los Angeles (religious), on April 11 started for 52 weeks, *Dr. Floyd B. Johnson*, on 30 Mutual-Don Lee stations, Sun., 4-4:30 p.m. (PWT). Agency: Broadcast Adv., Hollywood.

WRIGHT AUTOMATIC Machinery Co., Durham, N. C. on April 17 sponsored an E award broadcast on 62 MBS stations, 4:15-4:45 p.m. Agency: Harvey Massengale, Atlanta, Ga.

PETRI WINE Co., San Francisco, on April 30 starts *Sherlock Holmes* on 56 MBS stations, Fri., 8:30-9 p.m. Agency: Erwin, Wasey & Co., San Francisco.

McKESSON & ROBBINS, Bridgeport, Conn. (Bexel-Vitamin-B) recently started William Winter, West Coast news analyst, on 7 CBS Pacific Coast stations, Tues., Thurs., Sat., 12:30-12:45 p.m. (PWT). Agency: J. D. Tarcher Co., New York.

Renewal Accounts

PURE OIL Co., Chicago on May 10 renews *Kaltenborn Edits the News* on 33 NBC stations, Mon. thru Fri., 7:45-8 p.m. Agency: Leo Burnett Co., Chicago.

Network Changes

SERVEL Inc., New York (institutional), on April 17 shifted *Fashions in Rations* on 68 CBS stations, Sat., 11:30-12 noon, from New York to Hollywood. Agency: BBDO, N. Y.

E. I. duPONT de NEMOURS & Co., Wilmington (institutional), on April 26 shifts *Cavalcade of America* from New York to Hollywood on 53 NBC stations, Mon., 8-8:30 p.m. Agency: BBDO, N. Y.

S. C. JOHNSON & SON, Racine (floor wax), on April 20 adds KTSM El Paso, Tex., to *Fibber McGee & Molly* making a total of 128 stations, Tue days, 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

CALIFORNIA FRUIT GROWERS Exchange, Los Angeles (Sunkist oranges, lemons, grapefruit), on May 3 adds Mon. and Wed., 6:15-6:30 p.m. to *Today at the Duncans*, heard on 41 CPS stations, Fri., 6:15-6:30 p.m. Agency: Foote, Cone & Belding, N. Y.

SPERRY FLOUR Co., San Francisco (flour, cereal), on April 26 shifts *Dr. Kate* on 6 NBC Western stations from Mon., thru Fri., 10:45-11 a.m. (PWT), to Mon., thru Fri., 4-4:15 p.m. (PWT). Agency: Westco Adv. Co., San Francisco.

LOS ANGELES SOAP Co., Los Angeles (Scotch soap), on April 26 shifts *Art Baker—News*, on 13 NBC Western stations, from Mon., thru Fri., 10:30-10:45 a.m. (PWT), to Mon., thru Fri., 10:45-11 a.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

Parkers Replace Dinah For Bristol-Myers' Mum

BRISTOL-MYERS Co., New York (Mum), through Pedlar & Ryan, that city, on April 30 replaces the weekly quarter-hour program, *In Person—Dinah Shore*, with the *Parker Family* on 121 BLUE stations, Friday, 8:15-9:30 p.m. (EWT), with transcribed West Coast repeat, 8:15-8:30 p.m. (PWT). Recently signed to a term contract by Warner Bros., Miss Shore will devote more time to film assignments. She will retain for balance of the current season her spot as featured vocalist on the weekly NBC *Time to Smile*, sponsored by Bristol-Myers Co. for Ipana, Sal Hepatica. With completion of the latter radio contract it is understood she will not return when the program resumes in the fall. Miss Shore is slated to head her own variety program next season. Young & Rubicam, New York, services the latter account.

Perfume One-Timer

PRINCE MATCHABELLI Perfumery, New York, last Sunday followed up its first venture into radio in December, with another one-time broadcast on CBS. The full network was used in the 1:30-1:45 p.m. period April 18 for a concert by an ensemble featuring genuine historic string instruments, tying in with the trade name of one of the perfumes—Stradavari. Agency is Morse International, New York.

RCA Sells RKO Stock

SALE by RCA of its holding of the securities of Radio-Keith-Orpheum Corp. was announced last Thursday by David Sarnoff, president of RCA, who stated the selling price was approximately $6,500,000 in a cash transaction. Purchasers are a group headed by Dillon-Read & Co., New York.

TEN TOP TUNES

THE top ten tunes from the st[andpoint] point of network audience cover[age] during the week ended April [10] according to the copyrighted A[udi]ence Coverage index survey of [the] Office of Research-Radio Divi[sion] New York, are as follows:

Brazil
As Time Goes By
That Old Black Magic
It Can't Be Wrong
What's The Good Word, Mr. Bluebird
You'd Be So Nice To Come Home To
I've Heard That Song Before
Taking A Chance On Love
Don't Get Around Much Anymore
Let's Get Lost

Falstaff Buys Baseball

FALSTAFF BREWING Corp. w[ill] sponsor play-by-play baseball ag[ain] this summer over KWK, St. Lo[uis] Dizzy Dean, once pitcher for t[he] Cards, and Johnny O'Hara, f[or] station's senior sports announc[er] will handle the mike. Contract c[al]l for broadcasts of all home gam[es] by the St. Louis National Leag[ue] and American League teams fr[om] Sportsman's Park, daily exc[ept] Sundays and holidays. Enlarg[ed] local network of eight stations w[ill] carry the broadcasts: KWK WTA[R] WSOX WDWS KHMO KFI[U] KGBX WMBH.

MacMillan News

MacMILLAN PETROLEU[M] Corp., Los Angeles, through Log[an] & Arnold, that city, on May 1[7] starts sponsoring H. V. Kalte[n]born, news analyst, thrice-weekl[y] on 6 NBC Pacific stations (KF[I] KPO KHQ KGW KMJ KOMO) Monday, Wednesday, Friday, 4:45-5 p.m. (PWT), with a transcribed repeat over those individual sta[-] tions later in the evening. Contract is for 52 weeks.

Newscast on WDRC

BEGINNING today, April 19, WDRC, Hartford, airs *An Interpretation of the News* by George Brooks Armstead, retired managing editor of *The Hartford Courant*, to be heard 10 minutes every weekday at 6:05 p.m. Mr. Armstead, former New Haven, Conn., newspaper executive, served abroad with the AEF in the first World War. Franklin M. Doolittle is general manager of the station.

FAMOUS American stars who are coming to Canada to help in the Fourth Victory Loan drive for *Victory Loan Hour*, network variety show, include Charles Boyer, Frank Parker, Dick Powell, Joan Blondell, Margaret Speaks, Edward Arnold and Claude Rains.

You keep customers when you
KEEP SPOTS BEFORE THEIR EARS!
• ASK A JOHN BLAIR MAN ABOUT SPOT RADIO
JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Chief Engineer—Or combination man. Network station splendid Southern city. $75 weekly. Permanent, not succeeding draftee. References required. Box 531, BROADCASTING.

Announcer — Experienced. Permanent job. Good pay. Full details to WALA, Mobile, Alabama.

Announcer—Must be dependable and ambitious. Good pay and permanent job for right man. Write, wire, or telephone WDNC, Durham, N. C.

Salesman—For 5 KW regional in large Southern city. Must have good sales record and good background. Drawing account against commissions. Possibilities unlimited for good man. Give full details and draft status. All replies will be held in strict confidence. Box 533, BROADCASTING.

Experienced Chief Engineer—For 1000 watt station. Practically new RCA equipment throughout. Comfortable living quarters for family. Good salary and opportunity for advancement. Ideal working conditions. Permanent. Radio Station WTJS, Jackson, Tennessee.

Chief Announcer—Draft deferred, permanent position. Good pay, excellent opportunity for right person. Progressive Illinois station, not Chicago. Box 525, BROADCASTING.

Capable Announcer—For local network station with heavy schedule. Please furnish all information with first letter. Box 537, BROADCASTING.

Announcers and Combination Men—Blue Network station in Western town of 75,000 population. Prefer 4F deferments. Unless good, don't answer. State salary and details in first letter. Box 522, BROADCASTING.

Engineers—Several openings for transmitter and studio engineers with midwestern network station. Requires car and license. Beginning salary $47.50 week. Box 542, BROADCASTING.

Chief Engineer—With knowledge Western Electric low power equipment. Blue affiliate Western New York. Good salary, good living conditions. Permanent. WHDL, Olean, N. Y.

Engineer—First class only—draft deferred. For network local in East. Want better than average man for assistant chief engineer. Give all information and salary desired. Box 536, BROADCASTING.

Experienced Announcer—Capable of handling news and do good commercial selling job. Write giving full particulars, draft status and salary desired. Send audition record to WHBL, Sheboygan, Wisconsin.

COMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 538, BROADCASTING.

Announcer — Give experience, abilities. Permanent. Box 539, BROADCASTING.

Situations Wanted

The Experienced Man You Need—For public relations, publicity or station relations director. Desire position metropolitan station, network. An Experienced announcer and newscaster. Exempt. University. Employed. Box 529, BROADCASTING.

Announcer—Four years' experience. Also experience in acting, as musical director, and assistant program director. Will consider worthwhile proposition with future. Large station. Transcription upon request. Box 527, BROADCASTING.

Situations Wanted (Continued)

Licensed Technician—Desires permanent change, 14 years' experience, busy studios, transmitter, water cooling, frequency modulation. College man, family, draft OK. Consider supervisor or assistant manager. Be pertinent in first letter. Box 541, BROADCASTING.

LOOK!—Move forward with an aggressive young manager. Business and all around radio experience. Write please and we'll confer. No draft. Box 532, BROADCASTING.

WOMAN ANNOUNCER - PRODUCER — Limited experience. Executive ability. Excellent educational, musical and dramatic background. Available May 25. References. Box 523, BROADCASTING.

Versatile—Musician, program director, arranger, piano, guitars, eight other instruments. Feature soloist. 15 years radio. Age 44 (3 dependents). Prefer southern coastal city. Box 526, BROADCASTING.

Program Director-Announcer—Outstanding background. Musician and arranger. Eight years' key network station experience. Interested in permanent connection. Box 543, BROADCASTING.

Engineer-Announcer — First Class phone. Experienced, transmitter and studio controls. Some announcing. Draft exempt. $40.00 weekly. Box 534, BROADCASTING.

PROGRAM DIRECTOR—With metropolitan network affiliated station would like permanent position with progressive station in smaller city. Would like to establish home. $100 per week minimum necessary. Will attend Broadcasters meeting in Chicago April 27. Available for interviews. Married, children, draft deferred. Box 535, BROADCASTING.

Available Immediately—3A versatile man who can do an all around showmanship job on the air. Now working as commercial manager. Have good sales record, six years in radio. First class announcer and can do traffic, production, management, write continuity and selling. Hold third class ticket. Have network experience. Will go anywhere, large or small station. Minimum salary $60.00 weekly. State all first letter. James McGowan, WLOG, Logan, West Virginia.

Radio Technician—First class telephone license, several years' experience, desires position in Southeast. Address Box 530, BROADCASTING.

Sales and Station Manager—From Eastern city of two million. Seventeen years in newspaper, advertising agency and radio. Draft status 4F. Box 551, BROADCASTING.

Chief engineer—Eastern network station desires change. 4-F draft, 34, married. Ten years' experience, including maintenance, purchasing and supervision. Some knowledge of labor relations. References. Will leave the country. Mild or warm climate preferred. Available about June 15th. Box 545, BROADCASTING.

SALESMAN—Employed Basic station. Married, 3-A. $65 week and commission, opportunity for advancement. Box 546, BROADCASTING.

Draft Exempt Engineer—Nine years chief of 5 kilowatt station. Experienced Doherty Transmitter, field intensity and bridge measurements. Desires permanent connection. Best References. Walter Selden, 2512 Monument Avenue, Richmond, Virginia.

Secretary—Six years' experience metropolitan station specializing publicity, promotion, merchandising. Interested in agency or station connection. Box 549, BROADCASTING.

Wanted to Buy

Station in Secondary Market—In states of New York, New Jersey or Pennsylvania. Reliable party. Everything confidential. Send full particulars to Box 540, BROADCASTING.

Pennsylvania Radio Station—Experienced operator interested in securing full or half interest in station located in Pennsylvania. Box 528, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pickups. Station KLO, Ogden, Utah.

Will Buy—250 Watt Radio Station complete if priced right. Box 547, BROADCASTING.

For Sale

Wurlitzer 3 Manual Pipe Organ—Used in network broadcasting. Will now sacrifice for quick sale. Located in Pennsylvania. Inquiries invited to Box 524, BROADCASTING.

175 Ft. Truscon Self Supporting Tower—With all lighting equipment, insulators, leveling plates, etc. Excellent shape. Immediate shipment. WHKY, Hickory, North Carolina.

WANTED

STATION MANAGER for station located in the east. 1000 watts, daytime, local, independent. Must have management background, thorough knowledge of FCC rules and regulations, some technical knowledge, and experience in handling personnel. Those of draft age need not apply. Substantial salary. Write full details in first letter.

Box 550, BROADCASTING

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N. B. C.

3rd Highest in the Nation

MISSISSIPPI had a 375.8 per cent INCREASE in individual income tax receipts in 1942 as compared with 1941. (Only two states had higher increases: N. Dakota, 398.1—Kansas, 387.7).

THIS is additional proof that MISSISSIPPI is "In the Money"—is one of the most profitable markets in the South!

CASH farm income in MISSISSIPPI in 1942 was $393,910,000—more than two and one-half times the 1940 cash farm income.

ADD—record breaking industrial and commercial employment — numerous military camps with their thousands —and you have MISSISSIPPI—YOUR NO. 1 OPPORTUNITY MARKET IN 1943!

AND, WJDX, The Voice of Mississippi, dominates this profitable, growing market!

Owned and Operated by—
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
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EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
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RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
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Cox Committee Names Ex-FBI Agent Its Chief Investigator

Drew Pearson Article Stresses Alleged Reprisals By Committee Against Edward J. Lord

WITH ITS FORMAL inquiry still perhaps a month away, the Select House Committee to investigate the FCC continued preliminary activity on several fronts last week and announced the appointment of William Larson, Chicago investigator of FBI fame, as its chief investigator.

Additional questionnaires covering activities of members of the FCC were dispatched, it was learned at the Commission, and several field inquiries are being conducted. Chairman E. E. Cox (D-Ga.), in announcing the Larson appointment, said that "considerable progress" is being made and that many aspects of the FCC's broadcast operations are being covered.

Pearson Story Draws Fire

Criticism of the Cox inquiry in the syndicated Washington Merry-Go-Round column of Drew Pearson was branded at Cox Committee headquarters as having emanated from "one of the FCC members." It was pointed out that Rep. Cox is not on trial before the committee.

The Pearson article said that the Cox investigation had been launched because the FCC had recommended criminal action against Rep. Cox as an outgrowth of his purported improper representation before the FCC of WALB, Albany, Ga. Somewhat similar reports, obviously emanating from the same source, were published elsewhere.

Particular reference was made in the Pearson article to alleged reprisals by the Cox Committee against Edward J. Lord, former manager of WALB, and now in Florida. Mr. Lord, he recited, had been indicted by a Georgia grand jury on the charge "larceny from a house," based on contentions that he had copied a number of documents in the WALB files pertaining to Congressman Cox's activity and had also removed one letter.

Expense Accounts Questioned

The additional questionnaires sent to FCC members related to long-distance telephone calls made by and to commissioners, and to radio sets purchased by the FCC for use of commissioners. It was ascertained that N. F. Cureton, chief of the FCC Supply Section, was interrogated by Cox Committee investigators in executive session last Monday regarding the radio set purchases, after which the questionnaire was dispatched.

Travel vouchers of commissioners, dating back to their appointments, also are being examined. Information of this character, it was reported, has been requested from the General Accounting Office covering dates of trips at Government expense, destinations and objectives. Similar data, along with details on functions of the individual commissioners, previously had been requested by the committee [BROADCASTING, April 5-12].

Meanwhile, Eugene L. Garey, chief committee counsel, and his staff of a half-dozen assistants were investigating FCC past actions in field studies restricted almost entirely to broadcasting. Practically all of the committee's staff were away from Washington last week. Chairman Cox would set no date for the opening of the inquiry, but indicated that perhaps another month would elapse before the committee actually got under way.

In announcing Mr. Larson's appointment as chief investigator last Thursday, Judge Cox declared Larson was a former Federal official of wide experience and reputation. For the last two years he has been operating a private investigation firm in Detriot.

Larson With Fisher Body

Mr. Larson served as an agent of FBI from 1925 to 1935 and handled a number of important cases, including participation in the Dillinger capture. He posed as a prisoner for four months in Leavenworth to get first-hand information on internal conditions.

Mr. Larson joined FBI in 1925, just three months after J. Edgar Hoover became its chief. He served successively in New York, Spokane, Seattle and Nashville. In 1929 he became agent in charge at Kansas City and headed the Denver office a year later. Afterward he was agent in charge of the Southern States, with headquarters in Birmingham. From 1932 until 1935 he was in charge of the Detroit office.

Leaving FBI in 1935, Mr. Larson for five years was chief of plant protection forces of the Fisher Body Division of General Motors. Since 1940 he has conducted his own consulting investigating firm.

No word was forthcoming from the FCC regarding the replies to the questionnaires from the committee. It was understood last week, however, that the questionnaires had not been returned to the committee, presumably because of the mass of detail to be covered.

Drawn for BROADCASTING by Sid Hix

"Wot an Army! You Wuz a Radio Announcer Back in the U. S. A. . . . I Wuz a Truck Driver!"

KVOO GETS LICENSE FOR FULLTIME 50 KW

KVOO, Tulsa, last week formally joined the select group of fulltime 50,000-watt stations with the granting of a regular license to cover its high-power construction permit by the FCC.

Authorized under the reallocation of 1941 to operate with fulltime on 1170 k.c. with 50,000 watts, the station has been using the maximum allowable power during the daytime, with 25,000 watts at night. By virtue of directional antennas used by the Tulsa station, along with WWVA, Wheeling, on the same frequency, both stations now operate fulltime with the maximum power. WWVA began its 50,000-watt operation several months ago.

WJAS, Pittsburgh, last Wednesday was granted a license by the FCC to cover its construction permit for 5,000-watt fulltime operation on 1320 kc.

'Esquire' Expands

ESQUIRE PUBLICATIONS, Chicago, has expanded current promotion started in December on the monthly publication, *Coronet*, with 15-30 one-minute spot announcements one week each month preceding publication date on a total of 35 stations. Markets include Chicago, Cleveland, San Francisco, Seattle, Houston, Jacksonville, Toronto, Boston and New York. Agency is Schwimmer & Scott, Chicago.

April 18 May Se... Monopoly Decisio...

Docket Priority Given Und... Urgent Deficiencies Act

POSSIBILITY that the Supre... Court will hand down its decisi... today (April 19) on the high... controverted network monopo... case was seen in Washington. I... the court does not act, the ruli... cannot come until May 3 at th... earliest, in view of the Easter r... cess of the tribunal.

Argued in February, the cou... had been expected to announce i... decision a fortnight ago becaus... the case had taken priority on th... docket having been brought unde... the Urgent Deficiencies Act. There... was considerable speculation in... Washington over the highly im... portant ruling, affecting the righ... of the FCC to regulate contrac... tual relations of networks and sta... tions, with the predominant view... that the court would be divided.

Seven of the nine members o... the court sat for the argument... Feb. 12. Associate Justice Black... disqualified himself because his... brother-in-law, C. J. Durr, is a... member of the FCC. Justice Wiley... B. Rutledge, newest member of the... court, had not yet taken his seat.

KOA-WHDH Case

The court also has before it the... KOA-WHDH case, involving a... clear channel breakdown and the... right of the FCC to exclude sta... tions from intervening in cases of... this character. This case was ar... gued April 8-9. A decision is not... expected for several weeks.

A Jefferson bi-centennial state... ment by Associate Justice Felix... Frankfurter also aroused consid... erable interest because of his ref... erence to purported abuse of the... media for the dissemination of in... formation. He alluded to the ef... fect upon our industrial civiliza... tion through "misuse and manipu... lation of modern devices, chain... newspapers, cheap magazines, pop... ular polls, radio and the movies," declaring these have enlarged op... portunities for "arousing passions, confusing judgment and regiment... ing opinion."

An ardent New Dealer, Justice... Frankfurter's comments drew... sharp editorial criticism from... David Lawrence, well-known news... paper columnist. He attacked the... whole New Deal concept of sup... pression of freedom of the press,... radio and the other media.

WHIT's First Year

FIRST ANNIVERSARY of... WHIT, New Bern, N. C., will be ob... served Wednesday with ceremonies... at the New Bern USO Club, with... Gov. J. Melville Broughton of North... Carolina as principal speaker.... Talks will be broadcast over three... other stations of the Tobacco Net... work. Also attending will be com... manding officers of adjacent mili... tary camps. Officers and directors... of the station will observe the event... with a special dinner.

Situations Wanted, Male
-19
HIGH-TYPE SALESMEN — with proved records of performance and dependability desire to help your regular sales organization ... We cover ALL sound-credit Grocers and Druggists in Indiana, Ohio, Kentucky and West Virginia. Write or Wire SPECIALTY SALES, Cincinnati, Ohio.
LANDSCAPE GARDENER—Very handy; age 58; active; by week or month;
MIDDLE-AGED Man, with executive office, sales, and legal experience, desires employment; now engaged in real
middle-aged. Elliott Ticket Co., 409 Lafayette Street, New York City.

● *This may sound like one for Ripley, but it's true: A group of top, year-round Salesmen is available on any time basis, as you may desire.*

● *They are prepared to cover every phase of sales operation, from introduction of new products to distribution of point-of-sale merchandising.*

If the manpower shortage has crippled your field operation, curtailed dealer contacts, or delayed introduction of a new product, Specialty Sales can help. Specialty Sales offers the short-term services of experienced high-type salesmen who cover all druggists and grocers in Ohio, Indiana, Kentucky, and West Virginia. Specialty Sales does not conflict with established sales organizations, brokers, or agents. Specialty Sales is independent, but has the advantage of full access to all WLW research and merchandising material. Specialty Sales service is extremely flexible . . . can be bought on per call or per week basis . . . helps you keep men in the field at a fraction of the usual cost. For further information, write or wire Lou E. Sargent, Specialty Sales, 140 West 9th Street, Cincinnati, Ohio.

● **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**

LISTENER DOMINANCE. **In 25 major cities of its four-state area, WLW delivers 48.7% of all radio listening, and in the rural areas around them, the listening index averages 2.5% greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)**

DOMINANCE WITH DEALERS. **Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer — climaxed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.**

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION